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THE NATION'S 412 LARGEST CITIES &

See pages 33 through 42 for a city-bycity answer to this important question



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WAR TIME POSTER TIME



MORE PEOPLE ARE OUTDOORS THAN EVER BEFORE



MORE PEOPLE HAVE AN ABUNDANCE OF MONEY TO SPEND



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OUTDOOR ADVERTISING CAN BE ADAPTED TO MANY WARTIME USES

Sales Management

VOL. 52, NO. 10

MAY 10, 1943

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New Hampshire	105	116	Alabama		244
Massachusetts		118	Mississippi	242	246
Rhode Island		122	West North Central		
Connecticut		124	Minnesota	246	267
Connecticut	110	121	Iowa		267
Middle Atlantic			Missouri	256	268
	100	4.40	North Dakota	260	268
New York		148	South Dakota	261	270
New Jersey		153	Nebraska	262	270
Pennsylvania	142	155	Kansas	264	270
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District of Columbia	162	182	Arkansas		290
			Louisiana		290
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For special facts and figures on Hawaii, see page 322

Significant Trends

As seen by an editor of SALES MANAGEMENT for the year ending May 10, 1943:

Did You Know That . . .

THIS ISSUE—the 14th annual edition of the Survey of Buying Power—contains well over 1,000,000 computations, and if readers do not hear from staff members for a long time they might institute a search of sanitariums and rest homes in the New York area. It probably is impossible to turn out a work of such magnitude and hold editorial or printer's errors down to an absolute zero, but if any do show up, they came in hidden under the arm-pits of Gremlins . . . To repeat, did you know that:

- 1. Effective Buying Income last year soared to a 25% gain over 1941, and even after heavier taxes and higher costs, the American public saved more than \$25 billion. This total, with additional savings during the balance of the war, will be yours to shoot at. (Page 11)
- 2. There are four states where Effective Buying Income per capita runs *half again* greater than the national average—District of Columbia, Connecticut, California, and Washington? (Page 44)
- 3. The states where greatest gains in Effective Buying Income have occurred since 1939 are, in order, Washington, Maryland, California, Oregon, Alabama, and the District of Columbia? (Page 44)
- 4. The states leading in total farm income are, in order, Iowa, California, Illinois, Texas, Minnesota? (Page 100)
- 5. The most highly urbanized states (not counting the D. of C.) are Rhode Island 96.6%, Massachusetts 89.4%, New York 82.8%, New Jersey 81.6%, Illinois 73.6%? (Page 100)
- 6. The five states with the highest % of farm population are: Mississippi 64.1, Arkansas 57.0, North Dakota 51.0, South Carolina 48.7, and South Dakota 47.7? (Page 100)
- 7. The five states with the highest median rent are District of Columbia \$41.42 monthly, New Jersey \$35.97, New York \$34.51, Connecticut \$33.77, and Illinois \$32.59? (Page 100)
- 8. The five states which account for 41.4% of all tetail sales are New York, California, Pennsylvania, Illinois, and Ohio? (Page 100)
- 9. The range of farm-family shopping in towns under 2,500 runs from a low of 14.1% for women's clothes to highs of 45.6% for food, and 46.1% for gas and oil? (Page 50)

And Furthermore, That . . .

- 10. NEWSPAPERS SATURATE MOST HIGHLY the District of Columbia, New York, Massachusetts, Illinois, and Missouri; magazines most highly the states of Montana, Wyoming, Oregon, Nevada, and South Dakota; radios most highly the states of Oregon, California, Washington, New York, and New Jersey? (Pages 52, 54, 56)
- 11. Sales of general merchandise stores in Chicago

- exceed those of New York, Detroit's drug store sales top Philadelphia's, Los Angeles sales of eating and drinking places are higher than those in Detroit? (Page 58)
- 12. More people in every thousand pay income taxes in the District of Columbia, followed by Nevada, New Jersey, California, and New York? (Page 72)
- 13. Retail sales on a per capita basis are highest in the District of Columbia, followed by Washington, Delaware, Oregon, California? (Page 74)
- 14. Long Beach, California, leads all American cities in Effective Buying Income per capita, with the next four being Seattle, Spokane, Honolulu and San Francisco—all in the Far West? (Page 66)
- 15. There are 200 cities in the country with civil populations of 55,200 or greater, as of August 1, 1942? (Page 84)
- 16. The counties containing cities in the 100,000 group make 57.8% of the retail sales and have 61.3% of the Effective Buying Income? (Pages 62 and 64)
- 17. The cities with 1940 city-zone populations in excess of 100,000 had 47.8% of the 1942 retail sales and 54.6% of the Effective Buying Income? (Pages 88 and 96)
- 18. The following states contain the largest number of urban homes needing major repairs: New York, Illinois, Ohio, Texas, California? (Page 92)

A Bow to the Advertisers

THE ADVERTISING PAGES in this issue also reach a new high, both in number and in quality. There is a close race between them and the editorial pages in the amount of factual material which can be applied in the planning of sales and advertising campaigns.

Year after year this has been the Survey of Buying Power cycle: (1) higher editorial quality, more evidence of wide-spread reader interest and use; (2) more evidence of reader interest and use brings more pages of advertising; (3) more pages of advertising make possible more and better advertising pages.

The advertising support which makes possible such a costly editorial undertaking may be visualized by going back to 1933, the low year of the depression, and calling the advertising revenue in that year's survey 100. Advertising support has increased more than ten-fold since then:

1933—100	1939 570
1934—114	1940— 650
1935-224	1941— 739
1936-304	1942- 756
1937-330	1943—1009
1938-430	

And now—will readers join me in a toast to our intelligent, hard-working, non-complaining staff members? They should get a rest cure, but instead are hard at work on forthcoming issues.

PHILIP SALISBURY

6



Now 2,650,000 Circulation

Readers have made Farm Journal the world's largest rural magazine because its 4-day writer-to-reader service interprets for them the shifts and changes that affect war-time farming. It is rural America's fastest-growing magazine.

Of the four largest "general" magazines, only Farm Journal addresses itself to rural Americans. The circulations of the other three bulk largely among urbanites.

Doesn't this simplify your advertising problem? Do you want to influence the nation as a whole? Do you wish all Americans to remember your brand name, continue to patronize your dealers, think favorably of your war effort, believe in the principles that will maintain your business "after the war"?

Many of America's largest businesses have answered, "Yes, make my advertising truly NATIONAL," and have included Farm Journal as one of their primary magazines.

FARM JOURNAL

Overwhelmingly America's Largest Rural Magazine
GRAHAM PATTERSON, PUBLISHER WASHINGTON SQUARE, PHILADELPHIA

*A Magazine Appealing to All Members of the Family

1943 SURVEY OF BUYING POWER

Sales Management

Special Wartime Edition

Here You Will Find for Sections, States, Trading Areas, Counties and Cities Exclusive Figures on Retail Sales, Effective Buying Income and Other Indices of Buying Power, with New 1942 Population Estimates, and Census Data on Occupied Dwellings, Median Rents, Urban and Farm Residents.

VEN after the payment of recordbreaking taxes, American citizens saved about \$26 billion in 1942.

These savings represent more than half of the total national income in the depression years of 1932 and 1933

Effective Buying Income in 1942 reached the staggering total of \$114,069,867,000, a gain of 25% over the 1941 year.

Retail sales also hit a new all-time high, with a total of \$56,400,449,000. Had merchandise been available in normal quantities, the total would have soared to \$68 billion. Retail sales normally eat up about 60% of total income, but last year the percentage dropped slightly below 50%.

The accumulated savings
— in War Bonds and in
banks—will show a further
expansion this year and will
constitute the greatest backlog of purchasing power
which any nation has ever
seen. Consumer debt is
rapidly being wiped off the

books. It dropped by a third in 1942, and by the end of this year there will be practically no outstanding debit balances for normally popular instalment items, such as automobiles and refrigerators.

A Government spokesman speaking before a meeting of the Marketing Committee of the Committee for Economic Development on April 8 stated that in the opinion of Department of Commerce experts the 1942 savings of \$26 billion would mushroom by an additional

This is SALES MANAGEMENT'S 14th annual study of income and expenditures for the nation's civil divisions. Special attention has been given this year to making the study of utmost value for current wartime use and for Post-War Planning. In addition to the normal use of these original and exclusive estimates in the world of marketing, the Survey in recent years has been accepted and widely used as evidence in the nation's highest courts and in arguments before special war bodies such as the War Labor Board, War Production Board and the Office of Civilian Supply. The Treasury Department makes extensive use of the figures in setting state and county quotas for War Bond sales. Here-and here onlycan you find for all civil divisions down to cities of 10,000 population the answers to all of these questions:

> Where people live How much they have to spend How much they do spend Where they spend it.

Approximately 83% of the data presented herewith (30 out of 36 columns in the county and city sections) is either new or exclusive material developed by SALES MANAGEMENT'S Research Department.

\$40 billion in 1943, and that if the War lasted through 1944 the savings since Pearl Harbor would reach the staggering total of \$120 billion —or roughly half the total income of any pre-war year!

Who can think in terms of such a staggering sum? Can any of us visualize even a tiny *one* billion dollars? Perhaps Treasury Department experts can, but if so, they are the only ones. Two of them were overheard recently discussing the fiscal affairs of the nation, and one was saying, "Well, you take a billion dollars here and another billion dollars there, and it all adds up into quite a bit of money."

Only when such a staggering sum as \$120 billion is divided up among the people does it assume real significance. It would mean almost \$1,000 per person, practically \$4,000 per family!

Of course a major share of the savings referred to above are *anticipated*, and readers may well ask, "how can you split them up now by cities and counties?" Of course it can't be done—

exactly. But it is true that the major war plants are in operation, the major shifts in population have already taken place. What will happen from this point on will largely be a continuation of trends already established.

This wiping out of consumer debt, plus a pay-as-yougo income tax plan, will allow American consumers to start from scratch in post-war years. They won't have to worry about the past. They can concentrate on carrying out their wishes for the present and for the future.

NT

Mr. and Mrs. American citizen—and the children—had in 1942 a per capita income of \$871. How does this compare with pre-war years? Let's take 1939 as a measuring stick. From the end of that year to the end of 1942 the cost of living increased 19.1%. Therefore, we shall deduct that amount from 1942 total income, which leaves 92.5 billion dollars in terms of the 1939 dollar. In that year the total income was 67.8 billions. And thus we see that in 1942 the average American (not counting the difference in taxes) was 36.5% better off.

PLANNING NOW FOR POST-WAR: The extraordinary response to Sales Management's series of articles on post-war planning—the greatest response to any series in SM's 25-year life—indicates that there are relatively few marketing organizations which have not started to plan for post-war days.

Any post-war plan, to be practical, must carry the answers to where people are and how much they have

to spend.

Is it possible at this time to make a reasonable forecast of where the people will be and where the money

will be after the war? We think it is.

The major migrations and shifts already have taken place. As the war progresses to its conclusion, there will be further changes—but they will be of a minor nature.

The pattern is set for the duration.

After the war there will be a return of the soldiers, but since the working of the draft affects every state. county and city approximately the same percentagewise, we needn't worry too much about any startling changes brought about by returning soldiers. Much more important will be the shifts which occur when the "soldiers of the production line" revert to peacetime occupations. Those who have come long distances to take war-plant jobs are likely to stay where they are, if they can find new jobs. Those who have come short distances are also likely to stay in the same area. For example, thousands of workers in the Wichita plane plants have come from surrounding counties. Many of them will return to their former homes, but they still will be in the Wichita trading area. We therefore suggest that marketing organizations adjust their sales and advertising planning to an area basis, instead of looking too closely at the individual county or city.

The Government has made a forecast of permanent changes in population which should be studied in connection with this Survey of Buying Power. A special analysis prepared by Dr. Philip M. Hauser, Assistant Director of the Census, appeared in the February 1 issue of Sales Management under the heading, "How Permanent Will Wartime Shifts in Population Be?" This study divided all of the metropolitan areas of the country and set them aside in the following groups:

First, those which grew relatively rapidly since the onset of the war and which in the light of previously observed rapid growth may be expected to retain their population increments. Second, those which grew rapidly during the war, but whose population increase in the light of previously observed small increases may be regarded as relatively temporary unless their wartime activities are converted to normal peacetime functions after the war. Third, those which lost population or grew very little as a result of the war, but which in the light of good past performance may be expected to "come back" in the post-war period. Fourth, those which decreased or gained very little during the war and which in the light of relatively poor past performance cannot be expected to "come back" in the post-war period.

But, regardless of where people may live eventually, we know where they live now, where they can be reached

by your current advertising and personal selling, where both the people and the money are residing.

EFFECTIVE BUYING INCOME VERSUS RETAIL SALES: Even in normal times retail sales are only a measure of what the market has absorbed. Effective Buying Income tells what it might absorb.

Actual sales, either for an industry or for an individual company, may be low in a given market for a variety of reasons: a poor salesman, lack of enough or the right kind of advertising, and the like. Every sales manager has examples illustrating the fact that a good salesman in a poor territory usually turns in more than a poor salesman in a good territory. But no salesman, no advertising campaign, no matter how good he or it may be, ever sells and delivers more than the territory can lay across the line in hard dollars.

The operations of product shortages, rationing, concentrated or nucleus manufacturing, transportation bottlenecks, rubber and gas restrictions—all of these tend to make figures of past or current consumption of highly

questionable value in market planning.

Today most of us are unable to buy many of the things we would like to buy. They aren't being made or they aren't being sold except on a severely rationed basis.

But with this stifled consumer buying, comes vastly increased *ability* to buy, ability in the form of an increased spread between total Effective Buying Income and total retail sales.

The marketing executive of any kind of product should be adjusting his price so that he aims at those districts where Effective Buying Income (and savings) are greatest and/or increasing most rapidly.

If he has something to sell today, he will find those areas most responsive, and productive of sales, at the

lowest selling cost.

If he is thinking largely in terms of tomorrow's selling, he should figure that those areas where income—over and above the subsistence level—is increasing most rapidly are likely to be the areas where savings during the war period will mushroom and where there will be the greatest concentration of pent-up desires which will coincide with the necessary pent-up income.

However, in figuring sales potentials, one cannot assume that 100 cents in retail sales ever can be extracted from 100 cents in Effective Buying Income. Continuing studies made since 1929 by SALES MANAGEMENT'S director of research, Ray B. Prescott, show that the relationship between Effective Buying Income and retail sales varies nationally from year to year and varies greatly from state to state. Causes of these state variations are many: the amount of average income is one. If the average income is on a bare subsistence level, it is probable that retail sales, plus an allowance for rent and service items, will equal income. In a more prosperous state, from 10 to 15% of the Effective Buying Income will go into savings in a normal year. Climate is another controlling factor. Percentage of owned homes is another. Accessibility to fertile soil is another. Congestion of population and transportation facilities are other factors.

The relationships vary by sections, by states, by size of community and by the amount of purchasing done in a county or city by out-of-county and out-of-city residents.

These continuing studies of correlations by Mr. Prescott, plus the availability of new Bureau of the Census estimates for 1942 population, make possible an improved technique which greatly limits the degree of error in breaking down national totals of Effective Buying Income and sales to the smaller division.

The variations in the percentage of Effective Buying Income which went into retail sales in 1942 range from a high of 62 in Idaho, New Mexico, and South Dakota, to a low of 42 in New York.

The low average percentage for New York and other states of large population and of a high degree of industrialization results from such factors as the following: a high percentage of corporate and individual savings, higher allowances for rent and transportation, greater expenditures for heating, for services and amusements. Consideration has been given to these factors in determining the state and county figures under "Percent of U.S.A. Potential" in the County Data section and in the U.S.A. Summary by States.

Following is a state by state comparison of Effective Buying Income and retail sales for the year 1942:

1042

	1942		
	Effective	1942	% Retail Sales
	Buying	Retail	of Effective
State	Income	Sales	Buying Income
Alabama	1,261	737	58
Arizona	341	195	57
Arkansas	664	370	56
California	9,742	4,722	48
Colorado	806	460	57
Connecticut	2,508	1,249	50
Delaware	313	190	61
District of Columbia	1,187	695	59
Florida		736	55
Georgia	-,	800	56
Idaho		211	62
Illinois	7,688	3,545	46
Indiana		1,497	50
Iowa		996	54
Kansas		690	54
Kentucky		697	57
Louisiana		737	53
Maine		425	56
Maryland		1,111	49
Massachusetts		2,230	47
Michigan		2,609	48
Minnesota		1,154	54
Mississippi		356	55
Missouri		1,350	49
Montana		236	56
Nebraska		515	56
Nevada		77	61
New Hampshire		212	58
New Jersey		2,336	48
New Mexico		149	62
New York		6,222	42
North Carolina		895	51
North Dakota		193	59
Ohio		3,379	47
Oklahoma		603 731	51 58
Oregon		4,363	48
Pennsylvania		446	55
Rhode Island South Carolina		503	58
South Dakota		211	62
Tennessee		764	54
Texas	. 4,383	2,288	52
Utah		214	59
Vermont		166	59
Virginia		877	49
Washington		1.240	54
West Virginia		522	51
Wisconsin		1,376	50
Wyoming		119	60
U. S. A	-	56,400	49
	,,,,,	03,200	

HOW THE SURVEY MATERIAL IS AR-RANGED: Both the County Data and the City Data sections are arranged by geographic sections instead of alphabetically, but for the convenience of readers, an alphabetical index to contents is provided on the Contents page. See page 326. Arrangements of the detailed figures under geographic sections is most practical because there is a closer relationship between Rhode Island and Massachusetts, contiguous to each other in the New England section, than there is between Rhode Island and South Carolina which follow each other in the alphabetical lineup.

Under each of the nine geographic areas of the country, states are arranged in the order in which they appear in all governmental studies.

The County Data section is presented first for all states within a major geographic area. City Data sections for the same states follow immediately thereafter. County and City Data are separated because considerable information is given for cities which does not appear under counties, and vice versa.

Following county names are city names, in parentheses, for cities within the county which have populations in excess of 50,000 and/or are included in the monthly feature, "High-Spot Cities."

County Section

Definitions, Descriptions, and Sources of Column Headlines and Tabular Material

THE TRADING AREAS: Through the courtesy of Batten, Barton, Durstine & Osborn, Sales Management is privileged to use their unbiased delineation of "retail trading areas" and to show by key number the majorcity areas to which all counties belong. This key number is printed immediately following the name of each county, as, for example, under Maine, "Androscoggin . . .3." Trading Area Number 3, as shown on page 28, is Lewiston. The areas are clearly outlined in the maps which accompany all geographic section openings. These areas may be designated as major retail trading areas or minor wholesale areas. Each of these areas contains numerous other trading centers.

The city areas, their key numbers, their combined population, families, retail sales, and Effective Buying Income and national buying power percentage will be found on page 28, and following pages.

The B. B. D. & O. area method follows county lines, which correspond to the accounting methods used by most manufacturers. Trading areas which split county lines and carry the breakdown to individual township are more exact, but they have not received wide acceptance because they entail such complicated accounting that few manufacturers find the effort profitable.

These broad trading area compilations are particularly valuable today because of the shifts in population. As pointed out earlier in this description of the 1943 Survey of Buying Power, most of the population shifts have taken place within a city's trading area, with a highly industrialized war-plant city drawing workers from surrounding farms, villages and small cities. When the war is over, there will be far less change in the population of the *area* than there will be in any individual county or large city.

Obviously, trading areas mean more to certain products than to others. There is no such thing as a trading area which applies with equal validity to all products—and there never can be. Obviously, the trading area for a five-pound sack of flour is far more circumscribed than the trading area for a high-priced motor car or for style merchandise.

In all of the 187 trading areas (and 7 additional supplementary areas) there are other cities and towns which deserve intensive development through both salesmen and

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advertising. A prosperous city of 30,000 located some 75 miles from a major metropolitan market is an independent trading area for most consumption products, even though some of its citizens make frequent shopping trips to the big city. It has its own daily newspaper, perhaps a radio station, and many other local forms of advertising, such as posters and car-bus cards. Advertising emanating from the big major market city may well exert appreciable influence in this town of 30,000, but the sales effort will not produce maximum results unless it is augmented by a campaign in the smaller city.

Many cities which are a part of another city's trading area would be independent areas if it were not for their geographical location at the front or back door of a larger city. Obvious examples are such across-the-river or across-the-state-line cities as Jersey City, Camden, Council Bluffs, Kansas City, Kansas.

For a visual portrayal of the trading areas, consult the full-page maps included in the sectional information: Page 102 for New England, page 130 for Middle Atlantic.

POPULATION: Official 1940 population figures are dead. Never in our national history have we seen such migrations as have taken place during the past two years as the result of the preparation for possible war and then

our active participation in World War II.

County population estimates—for all counties—have been prepared by the Bureau of the Census covering civil population as of May 1, 1942, and these appear in the first column under "Population—1942" in the County Data section. In the "City Data" section a different basis is used: special estimates made by SALES MAN-AGEMENT of civil populations as of August 1, 1942.

The base used by the Bureau of the Census was the national registration for sugar rationing, but modified and supplemented with additional information from the Army, the War Production Board, and the Housing Administration. No one will pretend that it is exact as of today. As compared with 1940 it shows the trend of population, but in the individual city or county it can be only roughly correct as of today. We must accept the May 1, 1942, figures as being far more realistic than the 1940 count, and the only official figures which are extant today.

Again, may we point out that these May 1, 1942, figures are more accurate for areas than for individual

Hundreds of counties show declines, but note again that the estimates are for the civil population only. At the time of the Sugar Rationing registration about 5% of the nation's population was in the armed forces. Consequently, any population decline of that or a smaller

percentage is not a true decline.

The new population figures are for individuals only. There can be no estimate of the number of families, so says the Bureau of the Census. The reason is that the 1942 sugar registrations were compiled on an individual basis. However, to give subscribers a rough guide to the number of families and a rule-of-thumb index to approximate per family income figures, the Survey of Buying Power shows "persons per family" as taken from the 1940 census. Dividing the individual population figure by "Persons per family" will give a rough figure of the number of families, and multiplying the per capita Effective Buying Income by "Persons per family" will give a similar rough figure for average income per family.

Market and advertising planners like to see at a glance the complexion of a county-not only how many people, but what kind of people and where those people live. The column "% Urban" and "% Farm" help to answer these questions. They can be viewed only as an approximation, however, since they are percentages from the 1940 census and do not mirror the shifts from farms and villages to war production centers. The percentage difference between the sum of the "Urban" and "Farm" represents the population of the towns and villages under 2,500 population.

TENURE OF HOMES: Another guide to the kind of people is to be found under the heading "Tenure of This information, also from the 1940 census. of the Owner-occupied, Rented Homes and Median Rent is of particular value to companies interested in post-war planning, and especially to those engaged in the sale of construction materials, appliances, home furnishings. paint and the like.

The combination of owner-occupied homes plus rented homes gives a total which is the same as "Occupied Dwelling Units" as released by the Bureau of the Census and used in the 1942 edition of the Survey of Buying Power as "Families, Estimated." Official Government figures on family units for the 1940 census have not been compiled because of insufficient funds, but as the Bureau of the Census pointed out on February 11, 1941, "We have had an opportunity to check a reasonably large number of occupied dwelling units as enumerated on the housing schedules, against household as enumerated on the population schedule. We found that more than 99.9% of the occupied dwelling units on the housing schedules were occupied by private households which were enumerated on the population schedules." fore, the addition of owner-occupied and rented homes gives a reasonably accurate picture of the number of families in each county as of April 1, 1940. We must accept the fact—if we want to use family figures—that these are the *only* estimates available.

RETAIL SALES-1942 SM ESTIMATES:

Again the Survey of Buying Power is the only source of information on retail sales by counties. The formula, developed more than ten years ago, has been refined and improved every year under the direction of Ray B. Prescott, Director of Research, and is checked and modified by such factors as sales tax receipts, bank debits and index figures compiled by the Federal Reserve Bank and the Department of Commerce from cooperating retailers.

The first column is Total Retail Sales Dollars for 1942 as estimated by SALES MANAGEMENT, followed by "% of State" and "% of U. S. A." Similar percentage figures are given for population and Effective Buying Income so that users of the Survey can see at a glance both the quantity and the quality factors of a given county or as between counties. In the City Data section total retail sales are further subdivided by five store

It may interest SM readers to know that SALES MAN-AGEMENT'S estimates of total retail sales were completed on December 7, and that on February 9 the Department of Commerce estimated the retail store total at 56.382 millions. If we may take the Government estimate as-100.00, then Sales Management was 99.97 accurate.

A year ago the similar percentage was 99.96, which caused an official in charge of the Department of Commerce estimating section to tell SM editors, "These estimates are so remarkably close that any outsider would be justified in thinking either that we had a spy in your office, or that you had someone down in Washington looking over our shoulders as we compiled our figures.'

The 4% increase in dollar sales, 1942 over 1941, is



1922 -- THE TIVITED STATES REWS WAS-

THE ONLY MAGAZINE DEVOTED ENTIRELY TO REPORTING . SPOT ANALYZING and FORECASTING EACH WEEK THE NEWS OF NATIONAL AFFAIRS

NEWS OF NATIONAL AFFAIRS WILL BE THE 3 NEWS OF EUSINESS FOR GENERATIONS TO COME

TODAY, THE YEARS LETER THE DIVITED STATES NEWS IS-

THE ONLY MAGAZINE DEVOTED ENTIRELY TO REPORTING...

SPOT ANALYZING and FORECASTING EACH WEEK THE NEWS OF NATIONAL AFFAIRS



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The United States News D. W. Ashley, Vice President in charge of advertising considerably less than the increase which took place in retail prices. Physical volume of trade as measured by sales adjusted for price changes, declined 8%, marking the first time since 1933 that dollar sales and physical volume of sales have moved in opposite directions.

Government officials, as always, were highly cooperative in giving SM the benefit of their research work. However, the Government makes no attempt to break down its estimates either by states or counties or cities. While SM editors would be the last to argue that national estimates when broken down by states and then by counties will be 99.97% accurate except in isolated instances, every possible safeguard has been used to insure the high-

est possible degree of accuracy.

In SM's figuring, the official 1939 Census of Retail Sales figures was used as the base. Projections for ensuing years are based upon detailed studies of changes in sub-divisions-states, counties, cities. These studies are continuing studies-not just a once-a-year survey. Information is gathered monthly for all important cities and areas and is used in the preparation of the first-issue-ofthe month feature called "High Spot Cities." These are forward estimates, modified and corrected as official data become available after the facts, and subjected to final revision after the close of the year.

EFFECTIVE BUYING INCOME—SM ESTI-MATES: The first column under this heading shows in thousands of dollars the Effective Buying Income for 1942 from all sources, such as wages, salaries, dividends and interest, Government payments, and all miscellaneous items of income. The income is gross income before taxes are paid. The estimate is based upon a formula first devised by Sales Management in 1929. It was improved materially in 1937 through the addition of an estimate of the non-money income of farmers and small-town residents, and more recently by correlation studies which show the relationship between income and retail sales. As in the case of retail sales, the Survey of Buying Power is the only source for income estimates by counties and cities.

After apportioning to each state its share of the total national income, based upon studies of retail sales, bank debits, carloadings, dividend payments, agricultural marketings, etc., the total state incomes are then distributed by counties on a ratio number built from the proportion of income tax returns and agricultural marketings which each county has to the total income returns and agricultural marketings of the state. These basic figures are then further refined by applying known information about living costs-particularly figures on rentals and on the non-money income received by farmers, as estimated from Government surveys made in 1935-36, and by the correlation method mentioned in an earlier paragraph. The resultant figure is called Effective Buying Income-effective because it attempts to measure real income, and not merely dollars and cents, and buying because subscribers are primarily interested in a community's ability to buy.

Wages and salaries increased from 65% of total income payments in 1939 to 70% in 1942. The net cash income of farmers doubled in the same period, and the percentage increased from 8 to 11. Dividends and interest, while higher in dollars, dropped percentagewise

from 13 to 8.

The county dollar figure is further refined to show what percentage it bears to the U. S. A. total. Subscribers may quickly compare similar percentages for population and retail sales and get the answers to three questions: How many people, how much they spend, how much they might have spent?

The information on Effective Buying Income is more important this year than ever before because it is the only known measure of purchasing capacity. As pointed out before, 1942 retail sales were restricted by the war. Had merchandise been available, the total retail sales figure would have been \$68 billion instead of slightly over \$56 billion, and even after paying record-breaking taxes, the American public saved \$26 billion in 1942, Much of this money will come back into the market when goods again are available, and all alert sales organizations are gearing their efforts to sell-and keep sold-the families and individuals in those areas where income and savings are highest.

Because no reasonably accurate figures are available on number of families, the "Per-Family Income" figure which usually appears in the Survey is omitted this year. The Per-Capita Income is given, however, based upon 1942 population estimates, and those users of the Survey who want a rough guide to per family incomes may multiply the per capita figure by the number of persons per family given under the Population heading.

A new feature which Mr. Prescott has developed for this issue is the estimate of (gross) cash farm income by counties. It is an estimate of the receipts from agricultural and live stock marketings, plus Government benefits; it does not include the farmer's income from offthe-farm labor and investments.

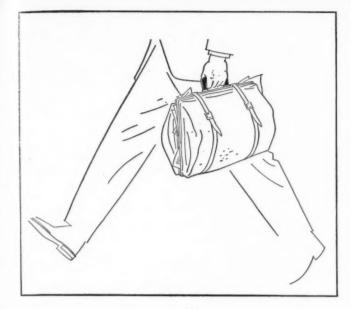
SALES-ADVERTISING CONTROLS: In this 14th annual Survey of Buying Power Sales Manage-MENT introduces a new feature: "% of U. S. A. Potential" which the editors believe is a near-perfect measure of the quantity of sales which can be absorbed by any county. It takes into consideration where the people live as well as where they buy.

Market planning would be much simpler if people would only buy all of their merchandise in the same town in which they live! But they don't do this and consequently, neither retail sales alone nor Effective Buying Income alone can give a perfect measure of a county's potential. People tend to do most of their buying of staples near home and to go further afield for style mer-

chandise, luxuries and expensive products.

The "% of U. S. A. Potential" is a balanced figure which takes buying habits into consideration for every county, through the utilization of information gathered in the 1940 census of retail sales, which breaks buying down into store types. Those counties which have large metropolitan cities drawing trade from many counties may be expected to show a "% of U. S. A. Potential" smaller than the "% of Retail Sales" figure, since the purpose of the index is to show the purchasing capacity of the residents of the county. Counties with no large trading centers, but good average incomes, are likely to have a "% of U. S. A. Potential" higher than the percentage for retail sales, since these counties obviously have greater capacity to buy than is revealed by the sales volume of the county's own stores.

"Quality of Market Index" is a measurement of the purchasing ability of each county, as compared with the nation. It is constructed by dividing the "% of U. S. A. Potential" by "% of U. S. A. Population." The U. S. A., of course, is the base, 100. While it probably has fewer practical uses than its neighbor figure, "% of U. S. A. Potential," it is a handy guide to advertisers who are considering intensive campaigns in a restricted list of above-average counties. Those counties which have an index figure markedly higher than that of the nation, or higher than other counties in the state or the geographic area, are likely to be the ones where intensified promo-



The marshal's baton in the overstuffed brief case

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Several wars ago sloganeer Napoleon coined the one about the marshal's baton in every soldier's knapsack. All right! Then what's in all these overstuffed brief cases we see advertising managers taking home night after night?

We think it's more than just papers. The baton of new responsibilities is there, too.

New and varied responsibilities. Plans and programs for selling War Bonds, for service and maintenance education, and for conserving scarce materials. Rationing guides for workers. Production programs for labor-management committees. Postwar ideas for products and distribution. Who more natural than the advertising manager to supply ideas, plans, and leadership in such activities?

You know what all such do to a brief case! Meetings do likewise to the day's working schedule. Small wonder an advertising manager these days finds time for almost everything except advertising. It is reason enough for his taking a close look at his advertising agency.

The right kind of agency can be a big help to the advertising manager in wartime. Its performance pattern will include the handling of creative detail for all kinds of space advertising, of course. But genuine cooperation will go far beyond that. By long established habit it will supplement the advertising department in all its creative and planning responsibilities.

It will serve in toto to free the advertising manager for maximum growth, executive-wise.

Business, individually and collectively, will owe much in the years ahead to men who find the time today to keep their organizations sales-minded and customer-minded. In many an organization the name to merit that citation will belong to an advertising manager who attacked his total-war problems with the support and cooperation of an advertising agency committed to a policy of total service.

> IN OUR BOOK: Advertising is more effective as advertising managers are more influential in inner-management circles.

FULLER SMITH ROSS

71 VANDERBILT AVENUE - NEW YORK
1501 EUCLID AVENUE - CLEVELAND

Sample Analyses of County and City

Important Things to Look for in Analyzing Any Market—Sample Analyses Using Washington State, Spokane County and Trading Area, and City of Nashville as Examples.

HE purpose of this and the two following pages is to show how to use the Survey so as to extract maximum benefit from it. There are in the neighborhood of 100,000 items in the Survey—the result of more than 1,000,000 computations. It is a fine marketing tool, but not an automatic tool. Like any other complicated precision instrument, it cannot be used properly without a careful study of the instructions.

Every year after the Survey is in subscribers' hands, we receive many letters of inquiry as to what a heading means, or the source of a column, or whether Effective Buying Income is net income or gross income—and 95% of these letters would not have been written had those subscribers gone to the slight trouble of reading the preceding explanatory pages.

Therefore we suggest, we implore, we command (here, and we repeat it on every page throughout the city and county data sections):

BEFORE USING THESE FIGURES SEE EXPLANATION PAGE 11

In analyzing a section, a state, a trading area or county, which are the most important, the most significant questions which can be answered by the Survey of Buying Power? Here are sample questions which pry into the hearts of markets!

How many people in 1942 (and also, by reference to last year's issue, how the number compares with that in 1940), median average size of family (in lieu of any new figures on number of families), what kind of people (as represented by % urban and % farm, number occupying their own homes and number of renters), general standard of living costs (as measured by median monthly rent?)

How much do they buy—and how does the percentage of total purchases compare with the percentage of total population, state and U.S.A.?

How much *could* they buy, as shown by Effective Buying Income—how much in dollars and in per capita? How important is farm income in the total setup and how does one county compare with others?

How much of total national sales should come from a given state or county or trading area? What is the over-all quality complexion of the area as compared with others?

Washington and Spokane Area

(Editor's Note: In addition to direct comparisons which are made from the specimen tables on this page, many other comparisons can be made by simple arithmetic from figures published here or those available from census data. For example: to find the small-town (under 2,500) population of a state or county you add the % urban and % farm and subtract from the grand total, 100. Comparisons in the following analysis which are secured by such additional computations, or from other sources, are italicized.)

Population

Washington has 1.336% of the nation's population, Spokane County has .119, Spokane trading area has .363. But, to jump ahead for a moment, in retail sales and Effective Buying Income the similar percentages run almost twice as great, and thus tab the section as being extraordinarily fertile for market cultivation.

Spokane County is the heart of what is known as the Inland Empire, walled in by four great mountain ranges, and as large as New England. If ours were not a *United* States, Spokane undoubtedly would be a separate country, for it possesses the distinct characteristics which make for economic determinism: clearly defined physical boundaries, one great trading and distributing center far removed from any others of metropolitan size.

The Spokane trading area, as defined by Batten, Barton, Durstine & Osborn, includes 28 counties—15 in Washington, 10 in Idaho, 4 in Montana—with a total 1942 civil population of 477,300, which is almost as great as that in Montana or New Mexico.

Local Spokane authorities give to the Inland Empire 7 additional counties—4 in Washington, 2 in Montana and 1 in Oregon—the whole totaling 733,400 people, roughly the same as Rhode Island's 720,900. Population changes in the counties comprising the Spokane trading area have been spotty, with alternating increases and decreases. This is normal, and is true for the country as a whole. War plants, training centers, air fields and the like

Sample State and County

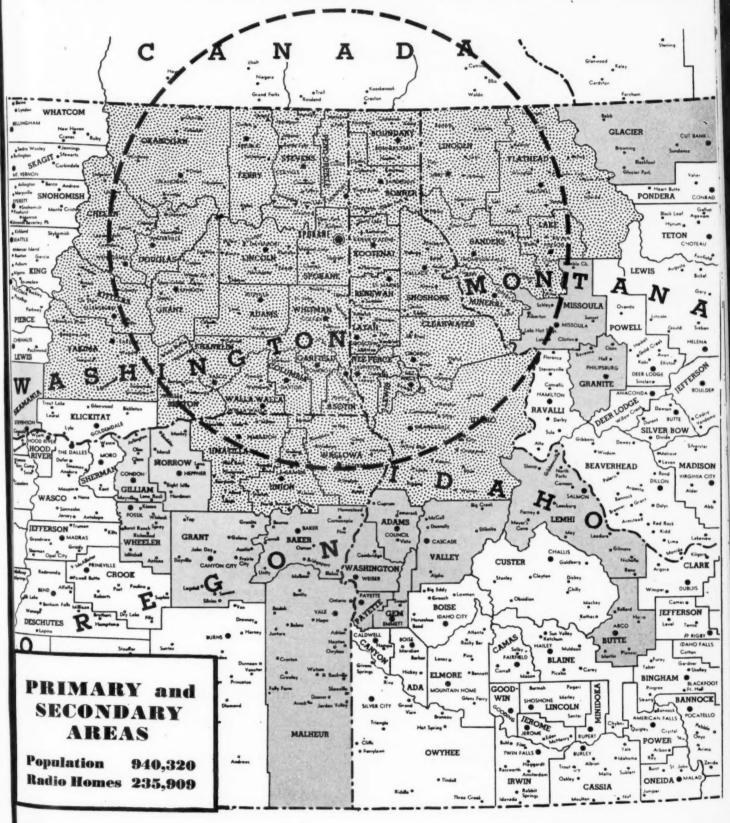
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO Estima		42			NURE OF		RETAIL S		—1942 MATE						SALES— ADVERTISING CONTROLS	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur-	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	U. S. A. Po-	
Spokane County	155.5	8.89	.119	2.7	74.1	13.0	28.81	21.05	22.43	124,363	10.03	.221	289,786	12.52	. 254	1,863	15,109	.181	152
Spokane Trading Area	477.3		.363				89.12	81.61		300,621		. 535	554,568		.487	1,162	159,202	.474	130
Washington (State)	1750.4		1.336	2.8	53.1	19.3	306.17	231.16	21.71	1,240,140		2.199	2,314,200		2.029	1,322	299,277	1.722	129
Pacific Coast States	10,000.1		7.634	2.8	64.6	12.6	1,422.01	1,591.16	26.72	6,693,174		11.867	13,319,010		11.677	1,332	1,749,101	10.661	140
Rocky Mt. States	4,017.8		3.068	3.2	37.5	25.9	582.99	537.48	21.88	1,661,767		2.946	2,835,672		2.485	706	992,138	3.121	102
U. S. A	130,982.3			3.3	71.7	14.7	15,195.52	19,658.77	23.73	56,400,449			114,069,867			871	16,372,850		100

KHQ-SPOKANE, WASHINGTON

5000 Watts-590 Kilocycles-Affiliate, Nat'l Broadcasting Co.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE



KHQ Coverage Map NBC Aireas

Louis Wasmer, Inc.

Radio Central Building Spokane, Washington Represented Nationally by Edward Petry Co., Inc.

MAY 10, 1943

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have drawn heavily on the farms and villages.

Walla Walla County for example, is a center of war activity. The city of the same name led all cities in the country last November in percentage gains in department store sales over the previous year. (Retail sales for the year in Walla Walla County increased 33.84%, and Effective Buying Income 22.58%) . . . Kootenai County, Idaho, is the site of the \$45,000,000 Farragut naval training station and will shortly have a personnel of 40,000 men. The civil population of the county in 1942 was only 18,800. Franklin County, Washington, gained 12% in population over 1940. It has the Pasco Naval Base and other military installations.

As is true of almost the entire Pacific Coast region, the median average of persons per family is lower in Spokane County and the state of Washington than it is for the United States as a whole. The Spokane average is 2.7 persons, Washington 2.8, all Pacific Coast states 2.8, and the U.S.A. 3.3 Spokane County, dominated as it is by the city of Spokane (87% of the county's population) is highly urbanized. 74.1% of the people live in urban communities, 13.0% on farms, and 12.9% in towns and

villages under 2,500.

A striking characteristic of Spokane County and the whole trading area is the high percentage of owneroccupied homes (28,810 as against 21,050 who rent, or 58% owners. The percentage for the trading area is nearly as favorable-52%. The state of Washington has 57% owner-occupied homes, the nation only 47%. There is special significance in these figures to manufacturers who sell any form of building materials, paints, expensive home appliances and equipment.

Median monthly rents in both Spokane County and the State of Washington are nearer the national average, but considerably under the average for all Pacific Coast states. Rents are high enough to spell a high standard of living, yet low enough to indicate a good margin of income that can be spent on manufactured goods. Money paid out in rent does not come home to roost on the

perches of national advertisers!

Retail Sales

Spokane County transacted retail sales valued at \$124,363,000 in 1942. This was 10.03% of the state's total-much better than the population percentage total of 8.89. Even more striking is the percentage of U.S.A. sales-.221-as compared with the county's percentage of population-.119-or almost double.

Spokane County's retail sales volume in 1941 (5/10/42 Survey of Buying Power) was \$102,356,000. The gain of 21.5% soars above the relatively puny 4% gain in the nation as a whole. The County ranked 70th in the country last year in total retail sales. Retail sales in the trading area (BBDO) averaged \$1,000,000 per store day

-a total of \$300,621,000.

The retail sales volume of the so-called Inland Empire was \$442,330,000, or \$7.80 out of every \$1,000 spent in

the nation.

The most conspicuous gains among the counties in the Spokane (BBDO) trading area (as may be seen by comparing this year's Survey of Buying Power with the 1942 edition) came in the following counties:

County						1942 Gain over 1941 (in thousands)
Ferry, Washington .			0	۰	0	\$364
Asotin, Washington .						
Garfield, Washington						
Douglas, Washington						

Columbia, Washington	718
Pend Oreille, Washington	835
Adams, Washington	1,125
Franklin, Washington	1,238
Stevens, Washington	1,769
Lincoln, Washington	2,177
Grant, Washington	2,680
Okanogan, Washington	3,153
Whitman, Washington	4,941
Walla Walla, Washington	6,376
Spokane, Washington	22,007

Per capita retail sales, when applied to a county with a big trading city, are unrealistic, since considerable of the city's sales come from out-of-county residents, but they can be used practically in measuring the sales of an entire trading area. Spokane's BBDO area had per capita sales last year of \$629, as against \$431 for the nation. Thus the Spokane area is 46% better in current sales possibilities than the nation.

Effective Buying Income

The true prosperity of Spokane County becomes apparent when we measure three factors against the State of Washington and the U.S.A.:

	% of State	% of U.S.A.
Population	8.89	.119
Retail Sales		.221
Effective Buying Income	12.52	.254

The county ranked 63rd among the nation's counties in total Effective Buying Income, but was 2nd in per

capita Income.

It is obvious that Spokane suffered from the merchandise shortage of 1942, that the people were unable to spend as much as they would have liked to spend, that they are saving huge sums which will be available for post-war spending. Of course, the entire difference between Effective Buying Income and retail sales does not represent savings, since rents and services come out of it, but these 1941 and 1942 comparisons are indicative of the trend in savings in Spokane County.

		Effective	
	Retail Sales	Buying Income	Difference
1941	\$102,386,000	\$162,345,000	\$59,959,000
1942	124,363,000	289,786,000	165,423,000

Year's increase in "surplus"\$105,464,000

This increase in "surplus" amounts to \$678 per capital Increased expenditures for housing could not have eaten up very much of that sum, although increased amounts spent for amusements, services, and hotel accommodations were considerable.

Per capita Effective Buying Income figures show Spokane County and trading area, the state of Washington, and the Pacific Coast states to be well above the national average, as may be seen by this ascending scale of averages:

	Per Capita
U. S. A	\$871
Spokane Trading Area (BBDO)	1,162
State of Washington	
Pacific Coast States	1,332
Spokane County	1,863

Farm income in Spokane County is only a fractional part of the whole, but in the BBDO trading area, the \$159,202,000 total represents 28.7% of total income. For the nation the figure is 14.4%.

On a per-farm basis, farmers in the area had average incomes from farming of \$4,605, as compared with \$3,664 in the State of Washington, and \$2,685 in the U.S.A.

In "%" of U. S. A. Potential," Spokane County is indicated to be .181 of the nation, the trading area, .474, and the state, 1.722. These figures are slightly less than the percentage figures for either retail sales or Effective Buying Income, and may be explained by the fact that this is a weighted figure, in which the relationship between convenience-goods and all other sales, as given in the 1939 census, is one of the factors. In certain areas - Spokane is one - the change from 1939 to 1942 shows an extremely violent upward move, and the formula for determining "% of U. S. Potential" underestimates the true value of the market.

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Nevertheless, the "quality of Market Index" is high in the Spokane area—152 for the county, 130 for the area, 129 for the state. All three show advances from comparative 1941 indices of 142—124—126, respectively.

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By counties, the index is excellent:

· Okanogan W	ash.	121
Douglas	27	100
Grant	27	243
Ferry	77	100
Lincoln	27	150
Adams	27	150
Franklin	27	120
Pend Oreille	27	150
Spokane	27	152
Stevens	77	100
Whitman	77	125
Walla Walla	27	117
Columbia	77	100
Garfield	22	100
Asotin	27	83
Lincoln Mor	nt.	100
Sanders	37	100
Flathead	27	118
Lake	2.7	100
Boundary Id	laho	125
Bonner	27	90
Kootenai	22	107
Benewah	27	100
Latah	27	107
Nez Perce	97	150
Lewis	27	100
Idaho	27	100
Shoshone	27	138
Clearwater	37	150

These are obvious, easy-to-dig-out observations about Spokane. It is the truth, but by no means *all* of the truth.

All statistical data should be interpreted against a background of as much other information as one can assemble!

MAY 10, 1943

F. Wayland Ayer Cup

For Typographical Excellence



Won By

THE CHRISTIAN SCIENCE MONITOR

This year the F. Wayland Ayer Cup was won by The Christian Science Monitor in competition with more than 1,000 daily newspapers in the United States represented in the 13th Annual Exhibition of Newspaper Typography conducted by N. W. Ayer & Son, Inc. The award was made for excellence in typography, make-up, and presswork.

The Christian Science Monitor is published by The Christian Science Publishing Society, One, Norway St., Boston, Mass.



Above—At Spokane's Felts Field air repair shops.



Right — A Flying Fortress at Gei-ger Field near Spokane.

Above right—Spokane trade school where students and instructors are working virtually 24 hours a day.

Right—Planning a day's field train-ing schedule at Fort George Wright.



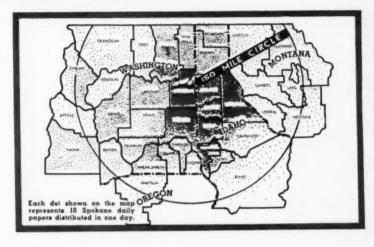
[22]

SALES MANAGEMENT

MAR SERVICE

FOR AN EMPIRE!

SPOKANE DAILIES HELP
WELD 522 COMMUNITIES
INTO ONE GREAT
Fighting Unit!



Two major factors have made the SPOKANE area the center of great defense and war activity. 1. The area's strategic location EAST of the rugged Cascade range of mountains. 2. The fact that Grand Coulee dam, greatest potential source of electrical energy on earth, started producing power two months before the Japanese attack on Pearl Harbor. The Spokane area's big dam is being developed so rapidly that it will surpass Niagara Falls as a source of power for the United States by the end of 1943. In a year Spokane County has become a highly important light metals center. In a year, the country's 2nd largest Naval Training Station, with a prospective personnel of 40,000, has been located on one of the Spokane area's lakes. Air fields have been expanded,

great supply depots built, a million dollar army hospital constructed. Contracts have been let for from \$325,000,000 to \$375,000,000, while several hundred millions more in contracts are soon to be let.

Because Spokane is more than 300 miles distant from any other city of comparable size, the people in 522 cities and towns of the district depend primarily on the Spokane dailies for news of the war, including news of war activities and needs in their own community. Every phase of the war effort is dealt with fully and authoritatively by the Spokane dailies. They are a tremendous factor in welding the three-quarters of a million people who reside in Spokane and its Inland Empire into one great fighting unit.

THE SPOKESMAN-REVIEW
MORNING SUNDAY
Spokane Daily Chronicle

Spokane, Washington

EVENING

Advertising Representatives
JOHN B. WOODWARD, INC.
New York—Chicago—Detroit
San Francisco—Los Angeles

Color Representatives
SUNDAY SPOKESMAN-REVIEW
COMIC SECTIONS
Metropolitan Sunday Newspapers.
Inc.

GOVER SPOKANE
AND THE INLAND
EMPIRE LIKE THE

Gunstine

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POPULATI 1942 (Estimat					RETAIL SALES—1942 ESTIMATE								EFFECTIVE BUYING INCOME—1942 ESTIMATE					
CITY COUNTY	Total	az	%	Dollars	95	og.			TORE G			Dollars	%	qg		Per Capi	ta	
		(in thou- sands)	% of State	of	(in thousands)	OT	r or	Food	Gen'i Mdse.		Eating & Drinking Places		(in thousands)	01	of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Nashville, Tenn		176.8	6.06	.135	109,600	14.35	.194	22,070	14,832	12,707	6,705	5,055	215,450	15.13	.189	1,219	250	140
Total-Major Cities		916.5	31.40	.700	568,045	74.39	1.007	109,776	91,005	30,659	31,761	22,273	894,560	62.83	.784	976	200	112
State Total		2,918.3		2.228	763,654		1.354	170,231	122,120	53,113	40,306	30,171	1,423,700		1.248	488		56
U. S. A. Total		130,982.3			56,400,449			,		******			114,069,867		*****	871		

Sample Analysis of a City

As was done in the preceding paragraphs in the analysis of the State of Washington, Spokane, and the Spokane area, comments on any items which appear directly in the Nashville city table on this page are printed in Sales Management's usual Roman type, while observations based upon further computations from these figures are italicized. Certain other comparisons are made between this year's figures and those which appeared on page 198 of the 1942 (April 10) Survey of Buying Power.

Nashville's city population jumped from 167,400, as of the 1940 census, to an estimated 176,800, as of August 1, 1942, a gain of 5.6%—while the state's total gain was only 2,000 people, a minute fraction of 1%. It has 6.06% of the state's population, .135% of the nation's. Similar comparisons with retail sales and Effective Buying Income reveal Nashville to be a well-above-average city, as will be developed in following paragraphs.

The Nashville city-zone area in 1940 had a population 241,769, based on the 1940 census, and today the count is 257,726, according to the Audit Bureau of Circulations and recent census estimates.

Last year's Nashville city retail sales volume of \$109,-600,000 represents a gain of 9.5% over 1941, comparing very favorably with a national gain of less than 4% and a Tennessee gain of 1.7%. This volume of sales gives it 14.35% of the state's total and .194 of the U.S. A. The true significance of this is brought out by checking these percentages against those previously mentioned for population—6.06 and .135.

The ups and downs—mostly ups—of Nashville's retail sales are shown by the following Bureau of Census and SALES MANAGEMENT figures for significant years since 1929, in thousands:

1929 (U. S.)	* *		\$90,024
1933 (U. S.)			
1935 (SM)			
1937 (SM)		 	89,475
1938 (SM)		 	79,631
1939 (U. S.)		 	80,389
1940 (SM)			86,288
1941 (SM)			100,111
1942 (SM)			

These figures show that Nashville has had a greater-than-average gain since the boom year of 1929. Nation-wide the increase was roughly 15%, but Nashville's retail total soared about 22%, reflecting the steady industrialization in the area, the vast amounts spent by the Government through the Tennessee dam systems, from which Nashville has gained along with other cities in the area,

and the combination of better roads and increased farm income, which has given farmers in the Nashville area much greater mobility.

Among all the cities in the 100,000 group, Nashville ranks 59th in total retail sales, but its ranking in certain of the commodity groups is even higher; for example (see page 58), it is 57th in food, 55th in general merchandise, 48th in apparel, 55th in eating and drinking places, and 49th in drugs.

Per-capita retail sales figures applied to cities are not exact, because every city differs in the size of its trading area, but they are more exact, relatively, on soft lines and quick-consumption items than on "hard" goods. Here is how per-capitas for Nashville compare with those of the U.S.A.:

1	Nashville	U. S. A.
Food stores	\$124	\$104
General Merchandise stores	85	60
Apparel stores	72	34
Eating and Drinking places	37	36
Drug stores	28	17

The pattern of Nashville's sales in the above five classifications of trade varies considerably from that of the nation, with apparel and drug sales much higher than in the country at large:

	% U. S. A. Retail trade	% Nashville Retail trade
Food stores	26.8	20.1
General Merchandise stores	15.6	13.5
Apparel stores	9.0	11.6
Eating and Drink places	9.5	6.1
Drug stores	4.1	4.6

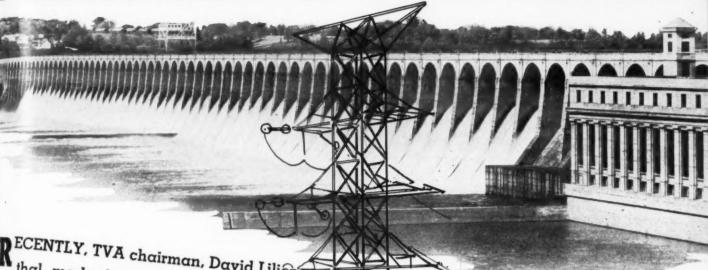
In Effective Buying Income, Nashville, with \$215,-450,000, makes an even better comparison than it does in retail sales, indicating that it has not been exploited to the extent which it deserves:

	% State	% U.S.A.
Population	. 6.06	.135
Retail Sales		.174
Effective Buying Income .	. 15.13	.189

Its per-capita Income of \$1,219 makes it stand heads above the U. S. A. with \$871, the state of Tennessee with \$488, and the average of all Tennessee major cities, \$976.

It is a city without a weakness, as shown by the summaries and rankings on the india-tint section which immediately follows.

America's Power-House!



thal, made this statement: "Victory on the production front lies largely with the country which can best produce light metals and heavy minerals. In each of these fields, the TVA has a great and growing capacity."

Yes, TVA, a giant industrial weapon, spreads its power over six states in the neart of the central South. This power is responsible for boosting food production brough fertilizing with TVA phosphate,

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and for boosting war production through newly constructed aluminum, ammonium nitrate and other vital war industries.

In this giant power-house are stored billions of kilowatts of power, millions of man-hours and millions of dollars of in creased income to the workers and farmers of this amazingly productive TVA-rea.

This is the land of which we sing—covered by WLAC, the station of the Tennessee Valley.



TENNESSEE VALLEY WITH

50,000 WATTS

THE ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE, TENN.

HE PAUL H. RAYMER CO. NATIONAL REPRESENTATIVES

It stands:

56th in population

59th in total retail sales

56th in Effective Buying Income

57th in Effective Buying Income per capita

59th in Value of Manufactured Products.

Definitions, Descriptions, and Sources of Column Headlines and Tabular Material—City Section

Retail sales, rather than population figures, are used as the determining factor for inclusion of cities in the data section because, to the marketing executive, retail sales are the most realistic yardstick. Some suburban communities of 25,000 are nowhere near so important in retail sales volume as other cities of 5,000 which are trading centers for a wide area. Cities included in this year's tabulation are those which had retail sales volumes in excess of \$4,000,000 in 1939.

POPULATION: Since no official 1942 estimates are available from the Bureau of the Census on cities, SALES MANAGEMENT went direct to local authorities (chambers of commerce, mayors' offices, newspapers, etc.) for estimates of civil population as of August 1, 1942. Note that the county population figures are Government estimates based upon the sugar-ration registration of May 1, 1942, whereas the city estimates are for a period three months later.

These local estimates seem to be conservative. Many cities show declines from the 1940 census. The shift of population from cities where there is little or no war work to the war production centers is one explanation, and the draft and enlistments of 5% of our young men is a second reason for a decline. As a matter of fact, if a city has not lost more than 5% of its population since 1940, it may be said to have held its own.

SALES MANAGEMENT'S Research Department has translated the raw figures of civilian population into terms of percentage of the state, and percentage of the U. S. A.—and has done the same thing for retail sales and Effective Buying Income so that subscribers can see at a glance the quality of a market and how it compares with other markets.

RETAIL SALES—1942 SM ESTIMATES: The estimating of retail sales and Effective Buying Income is an all-year-round job with SALES MANAGEMENT, and the final year's figures by cities as published herewith are the end-results of the work done month by month for some 200 cities in the first-of-the-month feature called "High Spot Cities." Figures on total retail sales as published in the Survey of Buying Power for those 200 cities are the same as those published in the November 1, 1942, issue which were a forecast of the 1942 volume, supplemented and modified by information which became available after the close of the year. In general, the November 1 predictions proved to be better than 95% accurate.

A new feature this year is a breakdown of the total retail sales dollar for five leading store groups: food, general merchandise, apparel, eating and drinking places, and drug-stores. These 5 were selected both on the basis of total volume and of current business possibilities. All lines of retail trade are affected adversely by the

war, but these 5 are least disturbed, since they are the ones which sell the necessities of life. A compilation city by city of 1942 retail sales of automotive establishments and appliance stores, for example, would be relatively meaningless since they would in no sense reflect either the desires or the purchasing power in any market.

The detailed breakdown of sales for the 5 important store groups will be particularly useful to manufacturers and advertising agencies who are working on *current* sales and advertising problems—with the sale of those products which will remain on sale during the war emergency.

EFFECTIVE BUYING INCOME—1942 SM ESTIMATES: From the county estimates, SM's Research Department has worked out a further estimate of Effective Buying Income by cities, with dollar totals, percent of state, percent of U. S. A., and per capita dollars. For a precise description of the sources, consult the county section.

A new and particularly valuable feature under Effective Buying Income are the last two figures; they express the per capita income figure of the city as a ratio of the similar state and national figures, thus giving readers at a quick glance the *quality* of each market.

Pictographs and Tables

Following this section on definitions, descriptions, and sources are many pages containing summaries in Pictograph or tabular form of essential state, county, and city data

Attention has been called to the fact that area figures are more important this year than ever before because they show more accurately than do a specific county or city the post-war potentials. Pages 28 to 32 give a summary of essential data for 194 trading areas, as set up under the Batten, Barton, Durstine & Osborn method of trading area delineation.

Succeeding pages give state information on such indices as land area, population, Effective Buying Income, retail sales, farms and farm income, magazines, newspaper and radio circulations; totals and rankings are given for counties and/or cities on farm incomes, total retail sales, retail sales in 5 store groups, Effective Buying Income dollars, Effective Buying Income per capita, value of manufactured products and several other factors.

1. Advertising

- (a) Allocating by districts.
- (b) Checking media circulations against income and sales.
- (c) Servicing agency accounts.
- (d) Determining markets for intensive cultivation.
- (e) Selecting test cities.
- (f) Adjusting advertising quotas to sales results.

2. Market Planning

- (a) Determining market potentials.
- (b) Setting quotas for a new industry.
- (c) Checking relative merits of distributors.
- (d) Setting territorial quotas.
- (e) Furnishing spending power data to dealers.
- (f) Determining markets for test of new products or plans.
- (g) Appointing exclusive distributors.
- (h) Measuring progress or retrogression of specific areas.

- (i) Planning expansion programs.
- (j) Synchronizing production to the absorptive power of the market.

3. Handling the Individual Salesman

- (a) Setting sales quotas.
- (b) Checking salesmen's results against potentials.
- (c) Offsetting salesmen's and distributors' alibis and hard-luck stories.
- (d) Revamping salesmen's route lists.
- (e) Selling the salesmen on their territories.

4. Other Uses

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- (a) Attracting factories and distributors' branches.
- (b) Building bases for raising new capital.
- (c) Planning expansion programs.
- (d) Opening new companyowned retail sales outlets.
- (e) Locating industrial sites.
- (f) Proving need for improved transportation service.

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Editors of the Survey

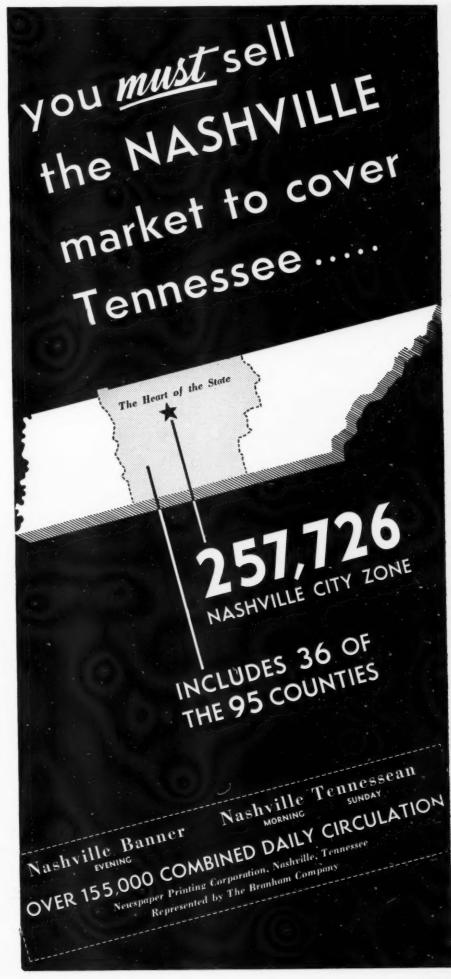
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(For "Suggestions on How to Get the Feel of This Issue," see page 293.)

MAY 10, 1943



Major Trading Areas — Their Sales and Income

Through the courtesy of Batten, Barton, Durstine and Osborn, SALES MANAGEMENT uses their unbiased delineation of major retail trading areas (minor wholesale areas), and every county in every state is assigned to one of these areas. Numerals at the left of the city names on this page are a key to similar numerals following the county names under each state commencing on page 105. Subscribers wishing to identify all of the counties belonging to a given city's trading area should consult below under "State" and "No. of Counties,"

and also refer to the full-page outline maps which are published in connection with each of the nine major geographic sections.

Here are consolidated figures on such essentials as population, retail sales, Effective Buying Income, and National Buying Power-with information on all of the counties in the United States compressed into these 187 B. B. D. & O. areas, and 7 supplementary areas which have been set up by SALES MANAGE-

No.	Clav	No.	POPULATION (Estimate		TENURE 0 19 (in Tho	10	RETAIL SAI	LES 1942 STIMATE	EFFECTIVE 1942 —			Buying
of Area	City	State of Counties	Total (in Thousands)	% of U. S. A.	Owner- Occupied	Rented	Dollars (in Thousands)	% of U. S. A.	Dollars (in Thousands)	% of U. S. A.	Per Capita Dollars	Power %
1 2 3 4 5	Augusta Bangor Lewiston Portland Barre	Maine. 1 Maine 6 Maine 4 Maine 5 Vt. 1	79.9 276.1 167.0 299.2 38.7	2.11 1.28 2.28 .30	10.43 47.94 24.65 42.36 5.51	8.82 26.80 21.47 36.49 5.08	38,052 116,604 78,001 191,938 22,198	.067 .206 .139 .341 .039	60,955 203,503 122,236 376,881 39,007	.053 .178 .108 .330 .034	763 737 732 1,260 1,008	.058 .203 .128 .280 .036
6 7 8 9	Burlington Rutland St. Johnsbury Boston	Vt	111.0 104.0 47.9	.85 .79 .36	15.60 15.86 7.74	12.77 12.08 5.96	48,455 53,584 21,730	.086 .095 .039	83,082 91,022 36,577	.073 .079 .033	748 875 764	. 083 . 089 . 038
*9A 10	Manchester Fall River-New Bedford	Vt. 2	2,403.3 359.1 360.5	1.836 .274 .275	255.27 50.27 33.30	388.68 49.52 63.44	1,329,140 163,426 160,750	2.357 .289 .285	2,534,811 278,781 369,754	2.222 .245 .324	1,055 776 1,026	2.335 .298 .317
11 12 13 14 15	Springfield	Mass. 4 Mass. 1 R. I. 5 Conn. 2 Conn. 4	1,537.8 490.9 720.9 157.1 645.0	1.174 .375 .550 .120 .493	162.35 51.58 70.19 21.61 66.01	234.05 76.80 117.52 26.46 96.32	711,779 260,015 445,962 113,737 475,739	1.262 .461 .791 .202 .843	1,675,292 520,750 806,400 177,627 954,137	1.468 .457 .707 .156 .837	1,089 1,061 1,119 1,131 1,479	1.437 .475 .671 .165
16 17 18 19 20	New Haven-Waterbury Albany-Troy-Schenectady Utica. Binghamton. Elmira.	Conn. 1 N. Y. 13 N. Y. 3 N. Y. 5; Pa. 1 6 N. Y. 2; Pa. 2 4	519.0 870.8 242.6 335.1 166.6	.396 .666 .188 .256 .127	49.05 124.25 33.23 53.76 27.07	79.00 126.79 37.14 42.20 20.91	339,081 371,231 105,737 132,446 72,124	.601 .657 .188 .235 .128	713,431 889,087 247,656 320,582 161,581	.625 .779 .217 .281 .142	1,375 1,021 1,021 957 970	.516 .864 .233 .304 .146
21 22 23	Syracuse	N. Y	555.5 228.7	.424	80.16 35.36	77.74 27.97	233,026 59,236	.413 .106	559,440 198,397	.491 .174	1,007 867	.519
23 23A 24 25	Newark Scranton Wilkes-Barre	Conn. 1	12,598.9 2,937.6 315.3 442.2	9.617 2.243 .241 .338	914.13 286.11 41.92 51.77	2,583.17 494.03 45.08 63.91	6,707,850 1,642,787 135,480 177,287	11.893 2.913 .241 .314	15,346,784 3,575,734 295,639 386,292	13.453 3.135 .258 .339	1,218 1,217 938 874	12.968 2.764 .250 .315
26 27 28 29	Rochester Buffalo Erie Johnstown	N. Y	684.0 1,350.2 305.1 318.2	.522 1.031 .233 .243	102.26 162.47 42.15 31.14	94.72 195.93 38.50 37.80	308,038 590,338 143,571 109,933	.546 1.046 .255 .195	736,828 1,337,786 299,954 215,328	.646 1.173 .263 .189	1,077 991 983 677	.664 1.228 .241 .196
30	Pittsburgh	Pa. 17; W. Va. 4; Ohio 1	3,249.2	2.482	389.31	468.87	1,378,780	2.445	2,973,562	2.609	915	2.608
31 32 33 34 35	Clarksburg Parkersburg Wheeling Altoona Harrisburg	W. Va. 12; Va. 1. 13 W. Va. 7 W. Va. 5; Ohio 1 6 Pa. 2 Pa. 13	283.5 128.7 255.3 172.3 810.1	.216 .099 .195 .132 .617	36.93 19.77 33.05 22.89 109.80	33.43 14.92 35.77 23.58 105.77	60,480 32,466 90,230 72,262 318,673	.107 .058 .160 .128 .565	127,962 69,842 166,439 135,108 666,852	.111 .062 .146 .118 .584	451 543 652 784 823	. 119 . 060 . 163 . 133 . 571
36 37 38	WilliamsportPhiladelphia	Pa	132.2 4,699.3 304.1	.101 3.587 .232	18.57 546.14 36.36	17.96 662.93 40.51	58,561 2,339,203 203,471	.104 4.146 .361	131,977 4,663,722 332,791	.116 4.089 .292	998 992 1,094	.105 3.776 .283
39 40	Baltimore	Md. 16; Va. 5; . W. Va. 2	1,567.0 192.9	1.197 .146	183.74 23.78	212.63 23.16	905,848 64,564	1.606 .114	1,955,850 138,761	1.714	1,248 719	1.378
41 42 43 44 45	Hagerstown. Washington Harrisonburg. Winchester Cleveland.	Md. 1; Pa. 2 3 D. C.; Md. 3; Va. 12 16 Va 4 Va 2 Ohio 20	137.2 1,340.9 86.0 33.0 2,655.2	.106 1.024 .065 .025 2.028	18.35 116.69 12.77 4.05 348.18	19.72 167.09 8.33 4.43 365.69	74,305 886,812 26,709 13,253 1,386,564	.132 1.572 .048 .023 2.459	110,758 1,492,238 53,503 26,435 3,037,405	.097 1.310 .047 .024 2.662	807 1,114 622 801 1,144	.005 1.274 .045 .022 2.417
†45A 46 47 48 49	Youngstown	Ohio	124.4	.273 .275 .742 .095 .137	48.44 50.68 136.68 16.21 33.96	43.12 42.14 129.90 17.70 21.94	203,570 178,635 424,010 55,567 64,212	.380 .317 .752 .099 .114	488,963 394,417 824,268 116,587 131,649	.429 .346 .722 .102 .116	1,368 1,094 849 937 736	.349 .316 .750 .104 .130
50	Cincinnati	Ohio 10; Ind. 5; Ky. 14	1,399.0	1.068	178.34	209.50	622,096	1.104	1,327,732	1,165	949	1,110

^{*} Figures also combined under Boston No. 9.

^{**} Figures also combined under New York No. 23.

[†] Figures also combined under Cleveland No. 45.



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Major Trading Areas — Their Sales and Income

No.	Piles	No.	POPULATIO (Estima		TENURE OF	10	RETAIL SA		EFFECTIVE 1942 —			Buying
of Area	City	State of Counties	Total (in Thousands)	% of U. S. A.	Owner- Occupied	Rented	Dollars (in Thousands)	% of U. S. A.	Dollars (in Thousands)	% of U. S. A.	Per Capita Dollars	Power %
51 52 53	DaytonCharlestonHuntington	Ohio	506.3 763.4	.386	65.46 62.37	66.31 107.61	241,898 221,229	.428	481,620 422,004	.421 .370	951 553	.401
54 55	Lima	Ohio 1	605.4 171.8 846.6	.482 .131 .645	60.15 29.76 137.96	76.88 21.83 106.61	135,720 70,400 393,350	.240 .126 .696	251,288 133,947 838,250	.221 .118 .736	415 780 990	.246 .124 .715
56 57 58 59 60	Indianapolis Richmond Battle Creek Bay City Detroit	Ind. 33 Ind. 2 Mich. 1 Mich. 14 Mich. 14	1,330.1 63.6 97.2 172.0 3,093.5	1.017 .048 .074 .132 2.362	187.14 9.10 15.32 33.53 348.91	181 .42 9 .15 11 .50 13 .05 370 .90	590,454 29,876 53,847 71,819 1,541,304	1.046 .053 .095 .128 2.731	1,231,066 55,535 105,765 142,733 3,290,608	1.079 .048 .093 .124 2.885	926 873 1,088 830 1,064	1.010 .049 .086 .138 2.471
61 62 63 64 65	Flint. Jackson Lansing. Saginaw Fort Wayne	Mich. 1 Mich. 2 Mich. 5 Mich. 3 Ind. 11	227.0 120.1 244.3 165.8 374.9	.173 .091 .186 .127 .285	36.11 19.35 42.73 28.57 62.73	24 .27 13 .51 26 .94 15 .36 42 .04	130,482 61,024 129,097 78,022 172,935	.231 .108 .230 .139 .306	205,738 118,269 249,514 142,288 355,202	.180 .104 .218 .125 .312	906 985 1,021 858 947	.204 .098 .205 .132 .292
66 67 68 69 70	Lafayette Logansport Muncle South Bend Terre Haute	Ind. 3 Ind. 5 Ind. 4 Ind. 3 Ind. 6; III. 3	81.5 102.7 136.3 263.0 277.4	.062 .079 .104 .201 .212	11.08 17.71 22.41 41.32 46.77	11.17 13.23 18.00 30.44 38.38	40,375 39,189 57,460 128,737 102,888	.072 .069 .102 .228 .183	73,479 72,679 102,705 257,927 209,908	.064 .064 .090 .226 .184	902 708 754 981 757	.068 .070 .098 .214 .202
71 72	Champaign-Urbana Chicago	III. 25; Ind. 6; Wis.	92.7	.071	11.48	13.03	35,734	.064	72,378	.064	781	.078
172A 73 74 75	Reckford Bloomington Danville Decatur	5; Mich. 2	6,224.5 267.3 88.4 107.0 183.0	4.748 .204 .067 .081 .140	600.67 35.98 12.16 16.44 27.72	1,057.69 37.42 14.06 16.03 25.99	3,080,204 110,438 31,496 33,419 63,525	5 461 .196 .056 .059 .113	6,616,789 228,048 77,427 79,539 127,764	5.800 .199 .067 .070 .112	1,063 853 876 743 698	5.487 .230 .081 .085 .140
76 77 78 79 80	Mattoon Peoria Quincy Springfield Kalamazuo	III. 11 III. 3; Mo. 2 5 III 10	60.2 411.8 114.9 324.0 171.0	.046 .314 .067 .248 .130	10.41 66.08 18.62 47.62 29.62	7.92 57.82 17.84 45.97 18.01	15,726 161,718 31,199 104,075 84,415	.028 .287 .055 .185 .150	36,095 335,126 69,632 223,876 152,134	.032 .293 .061 .197 .134	600 814 606 691 890	.038 .354 .077 .251 .148
81 82 83 84 85	Green Bay Grand Rapids La Crosse Madison Milwaukee	Wis 3	238.6 739.2 102.1 208.9 2,032.7	.184 .565 .078 .159 1.551	40.43 131.29 15.71 29.05 273.12	22.50 74.87 12.46 26.18 250.94	93,087 298,433 40,717 95,808 915,984	.165 .529 .072 .170 1.624	189,296 600,573 77,878 173,607 1,901,716	.165 .527 .069 .152 1.667	793 812 763 831 936	. 176 .577 .074 .168 1.635
86 87 88 89	Superior Burlington Cedar Rapids Davennort-Clinton-	lowa 7: III. 1 8	374.0 170.6 158.7	.287 .129 .121	67.25 26.03 24.52	39.63 21.08 21.02	131,894 55,456 76,336	. 233 . 098 . 135	285,992 105,515 159,263	.251 .091 .140	765 618 1,004	.309 .110 .139
90	Moline-Rock Island		311 1 232.2	.238	44.82 35.63	42.80 28.61	143,488 84,091	.255	281,780 141,822	.247 .123	906 611	. 267 . 152
91 92 93 94 95	Ottumwa Waterloo Duluth Sioux Falls Minneapolie-St. Paul.	lowa	44.0 147.2 278.0 276.2	.034 .112 .212 .210	7.19 22.43 48.76 32.95	5.64 19.18 31.29 43.20	16,975 67,956 118,661 107,842	.030 .120 .211 .191	34,481 105,000 230,555 169,411	.030 .092 .202 .148	784 713 829 613	.033 .110 .261 .170
96 97	Fargo-Grand Forks	N. D. 1; S. D. 4. 92 N. D. 52; Mont. 2. 54	2,636.5 590.8	2.014	391.16 75.92	322.03 75.89	1,115,629 191,248	1.978	2,060,744 326,381	1.807	782 552	2.156
96	Sioux City	S. D. 30; Neb. 3. 46 Neb	558.1 231.5	.429 .176	73.33 34.25	87.50 37.20	222,154 91,639	. 393 . 163	407,106 165,484	.358	729 715	.419 .166
100	Omaha Des Moines	S. D. 6 89	1,168.2 1,006.6	.892 .770	158.08 152.29	175.35 143.24	475,626 400,243	.843 .710	846,533 721,083	.744 .633	725 718	.846 .753
101 102	Mason City	lowa 4	84.2	.064	12.25	11.99	37,094	.068	61,954	.054	736	.067
103	Springfield	Mo. 20; Ark. 1 21	3,017.1 376.7	2.305 .286	376.85 61.46	457.49 45.34	998,145 78,898	1:770 .140	2,161,152 152,488	1.893 .135	716 405	2.096 .170
105	Joplin	Okla. 2 6 Mo. 27; Kan. 70;	205.9	.156	30.96	27.96	51,286	.090	94,695	.083	460 752	1.477
106	St. Joseph	Okla. 3 100	2,147.9 182.2	1.638	316.12 26.64	340.78 32.42	870,867 60,675	1.543	1,615,212 125,040	1.419	686	.122
107 108 109 110	Danville Lynchburg Newport News	. Kan. 32; Okla. 8; Texas 1	606.2 205.5 203.3 105.0	.460 .158 .156 .080	84.46 19.11 23.90 8.67	88.27 26.08 23.46 10.89	267,194 44,971 59,558 44,755	.474 .080 .105 .080	499,379 92,645 119,995 98,756	.436 .083 .106 .086	824 451 590 941	.414 .086 .108 .066
111 112 113 114 115	Staunfon Norfolk Roanoke Richmond Asheville	Va	60.3 552.4 324.9 722.0 367.7	.046 .421 .248 .550 .280		6.34 74.08 31.53 89.24 41.00	18,281 185,182 88,024 279,000 86,168	.033 .329 .156 .493 .153	36,351 396,009 171,552 542,667 173,618	.032 .347 .152 .473 .153	603 717 528 752 472	.031 .297 .155 .456
116 117 118 119 120	Charlotte Durham Greensboro Wilmington Winston-Salem	N. C. 17; S. C. 4. 21 N. C. 3 N. C. 5	955.1 130.9 334.7 167.2 300.2	.730 .099 .256 .128	9.94 35.21 17.88	137.24 20.30 43.26 17.01 37.49	278,481 51,678 106,811 37,510 78,867	.493 .091 .189 .066	514,045 99,891 210,290 74,924 176,031	.450 .087 .184 .066	538 763 628 448 586	.442 .073 .177 .068 .132
121 122 123 124 125	Raieigh Charleston Columbia Greenville Albany	N. C. 30 S. C. 6 S. C. 20 S. C. 7	1,118.7 287.2	. 854 . 220 . 604	90.29 23.17 53.74 31.87	157.15 39.44 122.66 85.56 47.53	261,510 73,236 209,426 152,286 50,632	.466 .130 .371 .270	499,444 139,705 331,780 291,210 95,490	.437 .122 .291 .256	446 486 420 594 351	.454 .117 .308 .243

FIFTH OF A SERIES

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EMENT

DEDICATED TO THOSE WHOSE CONVICTION IS INDIVIDUAL ENTERPRISE AND WHO ADVERTISE NOW TO INSURE ITS CONTINUANCE

dictates not only adequate war production today, but provision for peacetime tomorrow. The re-establishment of distribution and public sales of any product or service requires continued knowledge on the part of the public. Dealers are going to be most interested in those brands that can be sold most readily.

Advertising—wisely planned, placed, and adequately continued—cheaply and efficiently enlarges the use of a product or provides the basis for an enlightened, intelligent public opinion.

SCRIPPS-HOWARD NEWSPAPERS



DENVER Rocky Mr. News	EVANSVILLE				. Pre
BIRMINGHAM Post	HOUSTON				. Pro
MEMPHIS Commercial Appeal	FORT WORTH				. Pre
MEMPHIS : Press-Scimitar	ALBUQUERQUE .				Tribu
WASHINGTON News	EL PASO	é	1	Her	rald-P
CHICAGO SAN FRANCISCO	DETROIT MEMPHIS	P	н	ILA	DELPH

Major Trading Areas—Their Sales and Income

No.	01-	No.	POPULATI (Estim		TENURE O	10	RETAIL SA	LES 1942 STIMATE	EFFECTIVE			Buying
Area	City	State of Counties	Total (in Thousands)	% of U. S. A.	Owner- Occupied	Rented	Dollars (in Thousands)	% of U. S. A.	Dollars (in Thousands)	% of U. S. A.	Per Capita Dollars	Power
126 127	Augusta		347.6	.285	22.33	64.03	81,308	.145	131,651	.115	379	.133
-	Atlanta	S. C. 1 59	1,476.1	1.129	119.95	244.73	431,103	.766	767,593	.673	520	.721
128 129 130	Macon. Savannah.	Ga 39	217.8 599.3 376.5	.166 .460 .284	12.75 42.90 31.45	37.61 107.01 61.25	55,569 122,728 102,137	.098 .217 .182	94,824 238,405 175,579	.083 .207 .157	435 398 466	.088 .258 .184
131 132	Jacksonville	Fla 7	827.2 419.4	.631	89.71 49.53	117.52 72.04	256,981 239,217	.457	492,134 386,565	.431	595 922	.509 .405
133 134	Pensacola	Fla 10	212.0 487.5	.163	24.86 62.98	27.25 77.22	43,517 197,270	.077	84,561 368,535	.074	399 756	.087
§134A 135	St. Petersburg Evansville.	Fla 1	92.3 460.2	.071	14.42 67.82	14.55 60.57	49,918 142,130	.089	91,340 288,346	.080	990 627	.091
136	Paducah	Kv. R- III. 1 0	154.6	.118	23.10	22.47	38,266	.063	65,034	.058	421	.068
137	Lexington	Ky. 48; Ind. 4 52	621.1 1,279.4	.474	74.52 163.78	74.88 171.80	121,677 389,988	.218	207,932 708,013	.185	335 553	.223
138 138A	Owensboro	Ky. 33 Ky. 48; Ind. 4 52 Ky. 6 Va. 3; Tenn. 5;	155.4	.119	20.99	23.09	39,494	.068	56,573	.048	364	.065
139	Bristol	Va. 3; Tenn. 5; N. C. 4	340.5	.260	45.95	31.23	66,624	.118	117,832	.102	346	.128
140	Knoxville	N. C. 4	934.7	.715	99.04	109.24	179,364	.318	327,951	.286	351	.381
141	Nashville	Tenn	939.1	.714	107.75	125.37	208,779	.367	422,420	.372	450	.424
142	Chattanooga	Tenn, 10: Ala. 2:	461.5	.351	46.60	61.83	123,351	.219	250,922	.221	544	.224
143	Memphis	Ga. 4 16 Tenn. 20; Ky. 1; Ark. 10; Miss. 42. 73	2,395.2	1.832	178.41	439.51	512,726	.911	907,137	.793	379	.877
144 145	Jackson. Meridian	Miss 9	277.8 380.4	.213	24.53 39.35	40.44 51.38	66,382 62,274	.116	112,339 111,597	.098	404 293	.098 110
146	Vicksburg	Miss. 1; La. 1 2	58.3	.045	4.47	12.01	14,612	.026	28,552	.025	490	.025
147 148	Birmingham	Ala 2	1,587.0 99.4	1.213	126.98 7.17	243.72 14.45	415,009 27,858	.050	722,421 39,772	.634	455 400	.611
149 150	Montgomery	Ala. 18; Ga. 2 20	639.8 309.5	.489	43.29 39.54	110.81 41.43	147,047 60,321	.259 .106	244,311 108,237	.213	382 350	.204 .111
151	Little Rock	Ark 46	1,065.2	.814	111.99	155.00	207,084	.369	361,323	.319	339	.370
152 153	Oklahoma City	Okla 15	1,258.0 649.6	.961 .495	153.42 70.87	214.33 96.99	359,162 188,654	.636	684,835 374,734	.600	544 577	.690 .344
154 155	Dallas Texarkana	Texas	1,370.3 228.6	1.047	152.90 21.90	218.40 31.73	475,197 41,436	.842 073	916,427 71,356	.803	670 312	.851 .074
156 157	Waco	Texas	264.3 143.7	.200 .108	28.31 16.76	41.90 24.49	75,649 75,427	.133 .132	152,176 135,899	.134 .120	576 946	.149
158	Amarillo	Texas	148.3	.114	17.56	23.45	60,327	.108	109,434	.097	738	.116
159 160	Fort Worth	Texas 6; La. 3 9	1,210.0 341.6	.923	147.39 39.35	183.81 41.73	469,331 114,283	.832	904,124 226,427	.793	747 663	.864
161	Houston	Texas 42	1,463.4	1.117	162.18	222.47 26.92	510,193	.907	941,804 153,215	.823	644 854	.932 .125
162 163	San Antonio	Texas 45	179.7 1,157.5	.137 .887	18.70 124.83	151.72	74,220 378.019	.670	733,260	.646	634	.668
164 165	Mobile	Ala. 6; Miss. 4 10 Miss. 2; Ala. 2 4	360.7 69.2	.052	35.58 4.47	42.59 15.24	113,731 13,665	.202	210,855 22,360	.185	585 323	.156 .026
166	New Orleans	La. 33; Miss. 12 45	1,712.0	1.307	159.62	258.19	518,398	.918	1,011,597	.886	591 502	.826 .399
167 168	Shreveport	Mont. 18; Wyo. 1 19	861.6 132.3	.657	78.89 19.70	134.17 18.72	236,526 54,753	.420	432,404 90,691	.380	685	.106
169 170	ButteGreat Falls	Mont 15	187.0 147.2	.142	29.07 24.02	30.05 21.68	93,949 70,800	.166 .125	166,570 130,382	.145	891 886	.190
171	Salt Lake City	Utah 25; Nev. 3;	792.1	.608	122.37	84.12	320,707	.566	537,052	.468	678	.570
172	Denver	Wyo. 2; Ida. 21 51 Colo. 63; Wyo. 21; Kan. 2; Nebr. 1; N. M. 6; Okla. 1; Texas 1; S. D. 1;	102.1	.000	122.07		525,767		00,,000			
		Utan 4 100	1,428.1	1.096	196.89	214.85	595,252	1.055	1,031,916	.905	723	1.149
173 174	Albuquerque	N. M	272.8	.208	40.47	26.21	83,230	.149	143,058	.125	524	.148
175	Seattle	N. M. 11 22 Washington 18	387.6 1,306.9	.295	40.30 225.93	54.56 172.98	127,636 935,433	.226 1.658	230,924 1,776,259	.201 1.558	596 1,359	.237 1.297
176	Spokane	Wash. 15; Ida. 10;	477.3	202	90.10	65.55	300,621	. 535	554,577	.486	1,162	.474
177	Boise	Mont. 4 29 Ida. 13; Ore. 1 14	160.9	.363	28.41	20.45	80,324	.144	127,641	.113	793	.137
178 179 180	Portland	Nev 13	1,182.1 67.6 344.1	.904 .052 .263	206.00 10.25 47.35	163.47 10.55 48.12	794,901 53,572 197,542	1.408 .096 .350	1,349,828 82,099 330,781	1.185 .072 .290	1,142 1,214 961	1.152 .086 .316
			137.9			19.95		.143	176,924	.155	1,283	.141
181 182	Stockton	Cal 17	441.5	.105	19.41 66.58	66.03	80,643 302,734	. 537	522,536	.459	1,184	.497
183 #183A	San Francisco	Cal 25	2,238.0 648.0	1.709	298.86 92.69	372.67 102.35	1,602,487 473,048	2.841	3,158,307 919,480	2.769	1,411	2.578
184	Los Angeles	Cal. 9; Ariz. 2; Nev. 1	3,726.4	2.845	461.21	660.56	2,263,720	4.014	4,968,180	4.353	1,333	4.020
185	Phoenix	Ariz 8	333.6	.255	43.23	47.36	130,138	.231	226,451	.199	679	.237
186 187	Tucson	Ariz	83.3 363.6	.063 .278	10.37 40.92	11.05 49.26	45,979 293,306	.082	66,522 623,771	.058	799 1,716	.069
		TOTAL		100.000	15,195.78	19,658.77	\$59,400,449	100.000	\$114,069,867	100.000	\$871	100,000
	Honolulu, Hawaii	Mainland9	515.0				\$254,482		\$393,795		\$896	

[§] Figures also combined under Tampa No. 134.

[#] Figures also combined under Louisville No. 138.

[•] Figures also combined under San Francisco No. 183.

How They Listen in the Nation's 412 Largest Cities

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.509 .405 .087 .374 .091 .275

.128

.370 .690 .344 .851 .074

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(NEARLY 50% OF ALL THE NATION'S RADIO FAMILIES)

CITY AND STATE	RADIO FAMILIES	% 01	F RADIO FA DURING 1	MILIES WI		MOST	% 0			% OF RADIO FAMILIES WHO LISTEN MOST DURING THE DAYTIME TO:							
on me once	U. S. CENSUS 1940	NBC	SECOND NETWORK	NETWORK C	NETWORK D	OTHER STATIONS	NBC	SECOND NETWORK	NETWORK C	NETWORK D	OTHER STATIONS						
Abilene, Texas	6,479	59	3		38		35	2	4	50	4						
Akron, Ohio								21									
Alameda, Cal.							41	19	4	12	14						
Albany, N. Y.							27	42	11	4	,						
Albuquerque, N. M.	8,572	84	13	–	–		67	29			- ,						
Alexandria, La.							1	26	1		69.						
Alexandria, Va.								30									
Alhambra, Cal.	12,491	60	22	1	14	3		26									
Aliquippa, Pa								21									
Allentown, Pa.								7									
Alton, Ill.	7,992	56	23	11	10		21	30	11	21	3						
Altoona, Pa.								_									
Amarillo, Texas	13.305	88	4	_	7			1									
Amsterdam, N. Y.								1									
Anderson, Ind.								1									
Ann Arbor, Mich.								35									
Anniston, Ala.								` 1									
Appleton, Wis.								12									
Arlington, Mass.								31									
Arlington County, Va	15 359	40	29	13	13	1	29			16							
Asheville, N. C.								38									
Ashland, Ky.	6 601	/3	20		0			36									
Atlanta, Ga.	. 62 570	90	14	2	າ			15									
Atlantic City, N. J.								10									
Auburn, N. Y.	0.013	31	- 11	54	IS	1		19									
						-	3			-							
Augusta, Ga. Aurora, Ill.	10.700	28	29					28									
Austin, Texas								2			7						
Bakersfield, Cal.								6			2						
Baltimore, Md.						7		34			11						
Bangor, Maine	7,117	73	16	4	5			19									
Baton Rouge, La.								29									
Battle Creek, Mich.							15	45	28	3	1.						
Bay City, Mich								48									
Bayonne, N. I.						6		24									
Beaumont, Texas						12		7									
Belleville, Ill.						···· — ····		45									
Belleville, N. J.						3		29			17.						
Bellingham, Wash.						19		46									
Belmont, Mass.				17				20									
Belvedere, Cal.			17					18									
Beloit, Wis.			16					13									
Berkeley, Cal.			10					17									
Berwyn, Ill.				3				23									
Bethlehem, Pa.			3	44	18	—	19	13	46	19							
Beverly, Mass.	6,805	34	36	17	10	3	34	27	10	8	14						
Beverly Hills, Cal.			22					29									
Binghamton, N. Y.							11	61	10	10	,						
Birmingham, Ala								20									
Bloomfield, N. J.	11,345	31	32	12	17	8	14	25	9	29	12						

AND AND ATTE	RADIO FAMILIES	% OF	RADIO FA	MILIES WH		MOST	% 01	F RADIO F/	AMILIES W		MOST
CITY AND STATE	U.S. CENSUS 1940	NBC	SECOND NETWORK	NETWORK C	NETWORK D	OTHER STATIONS	NBC	SECOND NETWORK		NETWORK D	OTHER STATIONS
Bloomington, Ill.	9,143	73	3	7	14	1	38	7	14	15	19
Boise, Idaho			25	1	–	1	91	1			4
Boston, Mass.							14	31	11	10	13
Bridgeport, Conn	37,937	64	7	3	22	3	42	8	12	19	10
Bristol, Conn.							73	11	4	4	1
Brockton, Mass.						1	28	30	19	1	16
Brookline, Mass.						3	23		9		15
Buffalo, N. Y.	148.105	79	8					11			13
Burbank, Cal.							32		6		16
Burlington, Iowa								4		11	
Burlington, Vt.						4		52			
Butte, Mont.				–			99				
Cambridge, Mass						4	20		7		10
								19			19
Camden, N. J.								4			b.
Canton, Ohio										31	
Cedar Rapids, Iowa	17,611	47	48			–	34			2	1
Central Falls, R. I.							15		17		
Charleston, S. C.	12,636	67	31				42				
Charleston, W. Va	16,120	48	52					59			
Charlotte, N. C.							13		8		
Chattanooga, Tenn	26,635			1	9		26	46	–	18	
Chelsea, Mass	9,474	58	25	11	2	4	30	28	8	8	19
Chester, Pa	13,956	23	50	11	15		13	35	7	32	7
Chicago, Ill.				5	17	4	30	24	6	13	15
Chicopee, Mass	9,782	34	14	44	2	6	18	15	32	19	16
Cicero, Ill.							27	14	10	19	17
Cincinnati, Ohio								6			
Clarksburg, W. Va.	7.560	88	8	_	3	_		18		–	
Cleveland, Ohio	230.980	69	19	10	_	_		13		20	
Cleveland Heights, Ohio								14			
Clifton, N. J.									9		15
Clinton, Iowa	7 000	13.	40	o	10	7		8			38
Colorado Springs, Colo	10.004	71	07	3	10			52			
Columbia, S. C.						–		4			
Columbus, Ga.						-		79			
Columbus, Ohio								41			
Concord, N. H.								14.			
Corpus Christi, Texas								<u> </u>			
Council Bluffs, Iowa								17.			
Covington, Ky.								11.			
Cranston, R. I.	10,997	40	44	14	2		33.	30.	26	1	
Cumberland, Md.								1			
Dallas, Texas							52	15.	5.	8	9
Danville, Ill.							39.	1.	17	22	16.
Danville, Va	6,041	36	12	1	48		18.	7.		61	1
Davenport, Iowa	18,149	68	7.	13	12		29	7.	36	18	3
Dayton, Ohio								25			
Dearborn, Mich.								27			
Decatur, Ill.								2			
Denver, Colo.						2		16			
Des Moines, Iowa											
								12			
Detroit, Mich.						2		17.			
Dubuque, Iowa								8.			
Duluth, Minn.								16.			
Durham, N. C.	12,284	61	37	······ —			48	47	······ —.	1.	—

CITY AND STATE	RADIO FAMILIES	% 01	RADIO FA	MILIES WH		MOST	% 01	RADIO FA	MILIES WI		MOST
on and one	U.S. CENSUS 1940	MBC	SECOND NETWORK	NETWORK C	NETWORK D	OTHER STATIONS	NBC	SECOND HETWORK	NETWORK C	NETWORK D	OTHER STATIONS
East Chicago, Ind	12,377	52	8	5	24	8	35	9	11	18	21.
East Cleveland, Ohio	12,033	84	12	3			48	9	6	21	–.
East Orange, N. J.	20,102					6	11	18	10	27	18.
East Providence, R. I							27	31	21	5	
East St. Louis, Ill	18,847						22	41	11	10	7.
Easton, Pa.	8,999	19	9	50	22		8	9	48	32	–.
Eau Claire, Wis.		28	69	1	1		57	39	–	3	
El Paso, Texas							67	27		–	2
Elgin, Ill.							31	12	9	30	9.
Elizabeth, N. J.	26,978	26	28	9	29	8	10	20	9	28	22
Elkhart, Ind.	9,449	62	7	2	26	2	28	13	9	24	21
Elmira, N. Y.	11,904	5	5	40	49		5	4	13	71	–.
Elyria, Ohio	6,955	79	11	8	–		70	9	8	6	
Enid, Okla.	7,235	79	4	17			53	7	34	4	1.
Erie, Pa.							8	47	30	3	3.
Evanston, Ill.								13			
Evansville, Ind.								27			
Everett, Mass.	11,580	48	38	4			36		6		
Everett, Wash.	8,963	46	38	11		4	35	36	15	3	8.
Fall River, Mass.	28,347	19	65	9	7			44			
Fargo, N. Dak.							90		_	8	-
Fitchburg, Mass.	10.437	62	6	15	16	_		7			
Flint, Mich.								44			
Fond du Lac, Wis.								12			
Fort Smith, Ark.						16		–			
Fort Wayne, Ind.								10			
Fort Worth, Texas								9.			
Fresno, Cal.						—		22			
Gadsden, Ala.								-			
Galesburg, Ill.								5			
Galveston, Texas								19			
Garfield, N. J.						4		32			
Gary, Ind.								11			
Glendale, Cal.								23			
Grand Rapids, Mich.						-	52	17	2	21	15.
Great Falls, Mont.						6	1				
Green Bay, Wis								32	2	22	3.
Greensboro, N. C.								64			
Greenville, S. C.								4			
Hackensack, N. J.								28			
Hagerstown, Md.								–			
Hamilton, Ohio						-	4Z.		J	44	1.
Hammond, Ind.								2			
Hamtramck, Mich.											
Harrisburg, Pa.								15			
Hartford, Conn.								22.			
Haverford, Pa.								17.			
Haverhill, Mass.								61			
Hazleton, Pa.								5.			····· —.
High Point, N. C.								18.			
Highland Park, Mich.								14.			
Hoboken, N. J.								24			
Holyoke, Mass.								2			23.
Houston, Texas								23			1.
Huntington, W. Va.	18,272	86	1.	······ —	3	10	47	2	······ —.	8.	39

CITY AND STATE	RADIO FAMILIES	FAMILIES DURING THE NIGHTTIME TO:							% OF RADIO FAMILIES WHO LISTEN MOST DURING THE DAYTIME TO:					
OIT AND SIALE	U.S. CENSUS 1940	NBC	SECOND NETWORK	***************************************	NETWORK D	OTHER STATIONS	NBC	SECOND NETWORK	NETWORK C	NETWORK D	OTHER STATIONS			
Huntington Park, Cal	9,296	62	22	1	15		31	21	4	18	14			
Hutchinson, Kans.							23	50		8	16.			
Indianapolis, Ind							41	17	17	14				
Inglewood, Cal.								29	2	15	8			
Irvington, N. J.							3	25	7	34	17.			
Jackson, Mich.							4	62	25	1	2			
Jackson, Miss								1						
Jacksonville, Fla								22						
Jamestown, N. Y.								5						
Jersey City, N. J.								28						
Johnson City, Tenn	4,489	32	11	49	3			3						
Johnstown, Pa.								4						
Joliet, Ill.	10,934	64	20					13						
Joplin, Mo.	9,562	78	8					10						
Kalamazoo, Mich.						–		58						
Kansas City, Kans.	31,163	44	41			10	24	32	9	4	19			
Kansas City, Mo	112,945	59.	36					27						
Kearny, N. J.						6		26			21			
Kenosha, Wis.								15			16			
Kingston, N. Y.								12			3			
Knoxville, Tenn.								48						
Kokomo, Ind.								5						
La Crosse, Wis								25						
Lafayette, Ind.								5						
Lakewood, Ohio								7						
Lancaster, Pa								12						
Lansing, Mich.								48						
Laredo, Texas								11			25			
Lawrence, Mass.								67						
Lebanon, Pa.								21						
Lewiston, Maine								5.						
Lexington, Ky								28						
Lima, Ohio								22						
Lincoln, Neb.								32		22				
Little Rock, Ark.		85					58.	14	1	18				
Long Beach, Cal.	56,456			3	13	2	37.	23	3	16	9			
Lorain, Ohio								17						
Los Angeles, Cal.						4		31.						
Louisville, Ky								48.			—			
Lowell, Mass.		14						30.			9			
Lower Merion, Pa.								19	12	16	6.			
Lubbock, Texas		72				22		3.						
Lynchburg, Va		15						26						
Lynn, Mass.		45				2		26			13.			
Macon, Ga.		44						47.						
Madison, Wis.		69						8.						
Malden, Mass.		39				2		26						
Manchester, N. H.		15						17.						
Mansfield, Ohio								22						
Marion, Ind.		94						4						
Marion, Ohio								11.						
Mason City, Iowa							47	42	– ,	1.	5			
Massillon, Ohio								9			1			
Maywood, Ill.						····· –···		19			17			
McKeesport, Pa.	13,530	46	14	1.	38	1	42	11	11.	27.	4			

CITY AND STATE	RADIO % OF RADIO FAMILIES WHO LISTEN MOST FAMILIES DURING THE MIGHTTIME TO:							% OF RADIO FAMILIES WHO LISTEN MOST DURING THE DAYTIME TO:					
DIT AND STATE	U.S. CENSUS 1940	NBC	SECOND Network	NETWORK C	METWORK D	OTHER STATIONS	NBC	SECOND NETWORK		NETWORK D	OTHER STATIONS		
Medford, Mass	15,706	34	43	14	6	1	29		15	11	9		
Melrose, Mass.							21			7			
Memphis, Tenn.	60,696	44	41	9		5		28					
Meriden, Conn.								5					
Meridian, Miss								94					
Miami, Fla.	42,062	73					43						
Miami Beach, Fla.	7,195	56	40	4		—,		32					
Michigan City, Ind.	6,322	51	14	8	25	1		23			13.		
Middletown, Conn.								6					
Middletown, Ohio								5					
Milwaukee, Wis.								20					
Minneapolis, Minn.								44					
Mishawaka, Ind.							23				3		
Mobile, Ala.								5					
Moline, Ill.								4					
Monroe, La.								44			51.		
Montclair, N. J.							6	31	5	26	16		
Montgomery, Ala	13,805	61	36				69	27			—.		
Mount Vernon, N. Y							18	19	9	26	18		
Muncie, Ind.	13,810	95	1		1	1	74	1	2	5	8		
Muskegon, Mich.	12.807	56	12	4	23	4	36	4	3	15	37		
Muskogee, Okla.	7,272	73	8	19	_			4					
Nashville, Tenn.								20					
Nashua, N. H.							33	12	42	4	1		
New Albany, Ind.								39					
New Bedford, Mass.				5	13	_		51					
New Britain, Conn.								5			1		
New Brunswick, N. J.								16					
New Castle, Pa.								3					
New Haven, Conn.								3			7		
New London, Conn.								5			6		
New Orleans, La.								34					
New Rochelle, N. Y.								13					
New York City, N. Y.							13	16	6	23			
Newark, N. J.								28					
Newark, Ohio													
Newburgh, N. Y.								19					
Newport, Ky						10							
Newport, R. I.								4					
Newport News, Va.						–		23					
-													
Newton, Mass.								34.					
Niagara Falls, N. Y.								9.					
Norfolk, Va Norristown, Pa.						–		10.					
								15.			2		
North Bergen, N. J.						5		34			21		
Norwalk, Conn.						8		5.			16.		
Norwood, Ohio						3		1					
Oak Park, Ill.								18					
Oakland, Cal.						8		20					
Ogden, Utah								51.					
Oklahoma City, Okla								4.					
Omaha, Neb.								15					
Orange, N. J.						6		31					
Orlando, Fla.						—		73					
Oshkosh, Wis.	10,520	60	13.	6.	20	—	44	12	22	13	7.		

CITY AND STATE	RADIO % OF RADIO FAMILIES WHO LISTEN MOST FAMILIES DURING THE NIGHTTIME TO:						% OF RADIO FAMILIES WHO LISTEN MOST DURING THE DAYTIME TO:					
	U.S. CENSUS 1940	NBC	SECOND HETWORK	NETWORK C	NETWORK D	OTHER STATIONS	NBC	SECOND NETWORK	METWORK C	NETWORK D	OTHER	
Ottumwa, Iowa	8,592	90	3		–	6						
Owensboro, Ky.	7,045	52	27	–	7	12	34	23	–		38.	
Paducah, Ky.	7,011	75	9		8	6	54	4	6	1	25	
Parkersburg, W. Va	7,896	48	48	3	1	–	24	67		1	2	
Pasadena, Cal.	26,387	57	19	2	19	3	31	18	4	19	16	
Passaic, N. J.				5		11	4		5			
Paterson, N. J.				4		7	11		6			
Pawtucket, R. I.	20,420	43	26			–	27		28			
Pensacola, Fla.									1			
Peoria, Ill.	28 599	68	20			-			9			
Pedild, III.	0.700	00				6						
Perth Amboy, N. J.	9,792	22							1			
Petersburg, Va.	5,823	3	83	5		8			7		38	
Philadelphia, Pa.	487,635	52	32	5	11	–			9		8	
Phoenix, Ariz.	16,249	84	9	–		5	51	26		-	18	
Pittsburgh, Pa							35		9		3	
Pittsfield, Mass.	12,626	64	—	2	34	–	40	2.	1.	49		
Plainfield, N. J.	9,515	32	14	20	26	6			18		9	
Pontiac, Mich.									3.		20	
Port Arthur, Texas									18			
Port Huron, Mich.												
Portland, Maine							56		2			
Portland, Ore.												
									5			
Portsmouth, Ohio									1			
Portsmouth, Va.									2			
Poughkeepsie, N. Y				19		1			29		4	
Providence, R. I.							20	36	19	12		
Pueblo, Colo							35	4	57	-		
Quincy, Ill.	10,806	66.	18		15		34.	45	1.	11	4	
Quincy, Mass.							46	18	8	6	11	
Racine, Wis.						3	44	11	4	17	19	
Raleigh, N. C.			1		6				-		_	
Reading, Pa.									27			
Revere, Mass.									11			
Richmond, Ind.	0,000	00			1		20.	10.	11	II.	19.	
Richmond, Va.						····· — · · · ·			24			
Riverside, Cal.						3			2.			
Roanoke, Va.									– .			
Rochester, Minn.		26							– .			
Rochester, N. Y.	87,466	1	34.	59	5	1	2	37.	25	21.	1	
Rockford, Ill.	23,883	64	12.	3.	18	2	28	16	10	27	9	
Rock Island, Ill.	11,835	58	6.	5.	31		30	3	8	54		
Rocky Mount, N. C.						,			57			
Rome, Ga.						13			–			
Rome, N. Y.						–			9			
Royal Oak, Mich.						–			11			
Sacramento, Cal.									33.			
Saginaw, Mich									29.			
St. Joseph, Mo.						_			19			
St. Louis, Mo.						2			5			
St. Paul, Minn.				4.	4.	2	37	21	15	3	15	
St. Petersburg, Fla	16,852	62	17.	14	7.	–	34	10	23	24	–	
Salem, Mass.						9			11			
Salem, Ore.						6			1			
Salt Lake City, Utah									15			
San Angelo, Texas									2			

CITY AND STATE	RADIO FAMILIES	% OF RADIO FAMILIES WHO LISTEN MOST DURING THE NIGHTTIME TO:					% OF RADIO FAMILIES WHO LISTEN MOST DURING THE DAYTIME TO:					
OHI AND STATE	U. S. CENSUS 1940	NBC	SECOND NETWORK		NETWORK D	OTHER STATIONS	NBC	SECOND NETWORK	NETWORK C	NETWORK D	OTHER STATIONS	
San Antonio, Texas	50,505	80	16	2	1		70	6	9		6.	
San Bernardino, Cal			2					3				
San Diego, Cal.		48	24	5	23		35	26	6	20	2	
San Francisco, Cal.			17					16				
San Jose, Cal.			20				32	33				
Santa Ana, Cal.			16				49	21	3	12	5.	
Santa Barbara, Cal.		17	48	12	18	1	7	47	15	18	2.	
Santa Monica, Cal.			21					29				
Savannah, Ga.		36	61		1			68				
Schenectady, N. Y.			7					6				
Scranton, Pa.							5	60	15	13		
Seattle, Wash.						5		28				
Sharon, Pa.		91	7	–	–	1		2				
Sheboygan, Wis.								9				
Shreveport, La.								67				
Sioux City, Iowa								6				
Sioux Falls, S. D.								26				
Somerville, Mass.								31				
South Bend, Ind.								33				
South Gate, Cal.							38		3			
Spartanburg, S. C.								89	9			
Spokane, Wash.								38				
Springfield, Ill.								13				
Springfield, Mass.	39,559							12				
Springfield, Mo.								–				
Springfield, Ohio								8				
Stamford, Conn.								8				
Steubenville, Ohio								5				
Stockton, Cal.								1				
Superior, Wis								6				
Syracuse, N. Y.								44				
Tacoma, Wash.								36				
Tampa, Fla.	23,287	56	35	4	2		38	33	11	7		
Taunton, Mass.												
Teaneck, N. J.						7		22				
Terre Haute, Ind.								1				
Toledo, Ohio						2		28				
Topeka, Kans.								37				
Torrington, Conn.								1				
Trenton, N. J.								7				
Troy, N. Y.								17				
Tucson, Ariz.								41				
Tulsa, Okla.								17				
Tuscaloosa, Ala.								9				
Tyler, Texas							67	10	6	2	10.	
Union City, N. J.							14.	17	9	27	20.	
University City, Mo								32				
Upper Darby, Pa								30				
Utica, N. Y.								55				
Waco, Texas							57.	10	5	22	1	
Waltham, Mass							25.	30	15	7	15.	
Warren, Ohio								5				
Warwick, R. I.								25				
Washington, D. C.			22	11	12	6	22.	13	15	21	10.	
Washington, Pa	6,593	54	18	7	16	5	35.	20	8	16	11.	

CITY AND STATE	RADIO FAMILIES	% OF	RADIO FA DURING T	MILIES WI THE NIGHT		% OF RADIO FAMILIES WHO LISTEN MOST DURING THE DAYTIME TO:					
	U.S. CENSUS 1940	NEC	SECOND NETWORK	NETWORK C	NETWORK D	OTHER STATIONS	NBC	SECOND NETWORK	NETWORK C	HETWORK D	OTHER
Waterbury, Conn.	24,429	66	13	2	19		46	11	1	31	1
Waterloo, Iowa	14,364	86	10	···· -	3	–	66	18		2	8
Watertown, N. Y.			4	9	1	32	33	2	9		51
Watertown, Mass.		31	37	21	6	3	18	29	14	5	12
Waukegan, Ill.	9,184	54	14	6	25	1	35	23	6	24	3
Wausau, Wis	6,967	36	20	2	41	–	10	15	1	70	1
Wauwatosa, Wis	7,170	78	7	2	12		69	13	4	9	1
West Allis, Wis	9,437	69	13		17		57	21	4	8	6
West Hartford, Conn	8,818	70	21	1	7		54	12	7	14	
West Haven, Conn	7,884	66	1	4	29	···· — ····	45	4	5	32	1
West New York, N. J.	11,177	23	42	4	20	11	11	28	4	26	23
	6,473	33	28	10	23	6	9	31	5	24	13
West Palm Beach, Fla	7,596	5	91	–	3	-	5	85		3	
Wheeling, W. Va		48	20	32	···· — ···	—	38	38	15	2	
White Plains, N. Y	10,243	46	26		20	8	24	10	5	28	19
Wichita, Kans.	31,783	29	66		4		23	53	–	16	
Wichita Falls, Texas	11,048		21	1	–	–	50	47	1	···· – ···	2
Wilkes-Barre, Pa			11	46	14		22	20	22	24	
Wilkinsburg, Pa.	8,580		13	1	28	1	40	19		21	6
Williamsport, Pa		30	9	31	25	5	10	3	34	7	42
Wilmington, Del.	27,308	49	24	8	19		39	22	9	16	
Wilmington, N. C.	5,874	48	17	34			9		86		
Winston-Salem, N. C.	15,347	76	3	I	20		55	8	3	28	
Woodbridge, N. J.	6,125	29	15	9	41	4		14	16	47	13
Woonsocket, R. I.	12,271	34	40	16	8		21	33	14	18	7
Worcester, Mass.	47,480	77	16	3	2		58	19	7	1	8
Wyandotte, Mich.	7,474	72	25	2			54	24	15	2	–
Yakima, Wash		52	7		40		8.	14		70	4
Yonkers, N. Y.		46	17	2	25	10	17	14	8	25	20
York, Pa.	15,070	42	2	19	36		37	7	30	21	–
Youngstown, Ohio		71	9	18	-	1	31	14	29		20
Zanesville, Ohio			4				87	1		5	2
Totals	13,675,465	52	24	6	13	5	30	23	10	14	12

U. S. AREA MAP THE STATES PROPORTIONED TO LAND AREA



The state of

Sales Management

Source: Bureau of Foreign & Domestic Commerce

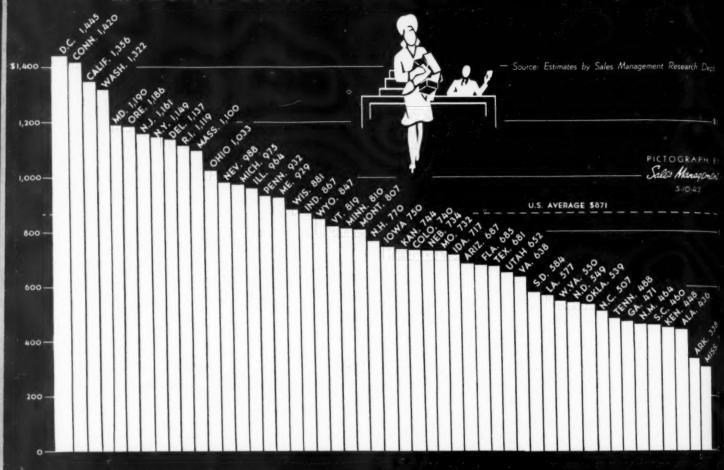
U.S. POPULATION MAP THE STATES PROPORTIONED TO 1940 POPULATIONS

Source: Bureau of the Census, 1940



Sales Hanagement

EFFECTIVE BUYING INCOME PER CAPITA - 1942



EFFECTIVE BUYING INCOME - 1942 OVER 1939

-2

-30

- 20

0%

(Incomes for most recent "normal" year, 1939, divided into 1942 totals.)

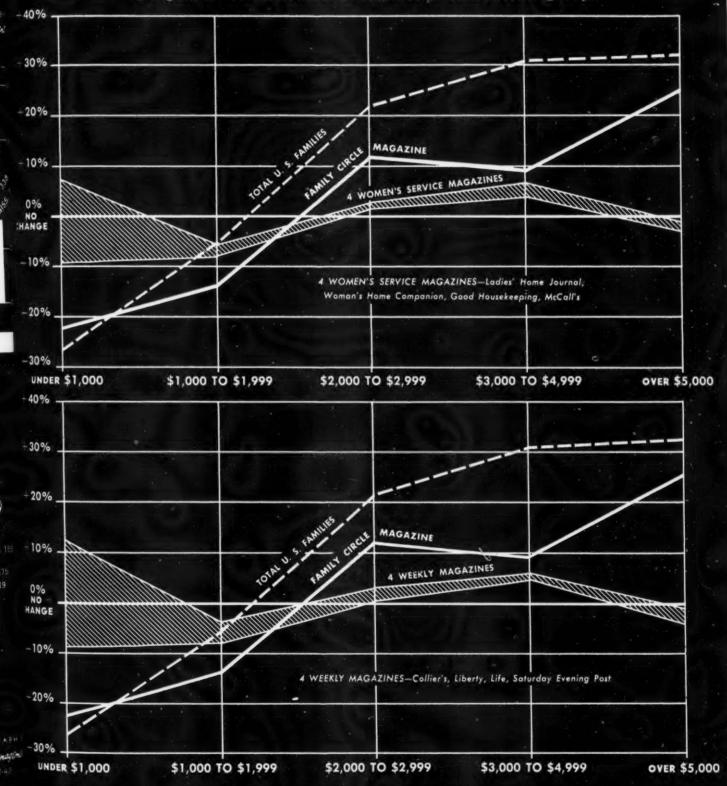


IS YOUR ADVERTISING IN STEP WITH THE TREND?

Perhaps The Family Circle can help. It reaches housewives who shop in chain grocery stores. These grocery-buying housewives <u>continue</u> to shop in chain grocery stores—and to read The Family Circle—as the war increases their incomes.

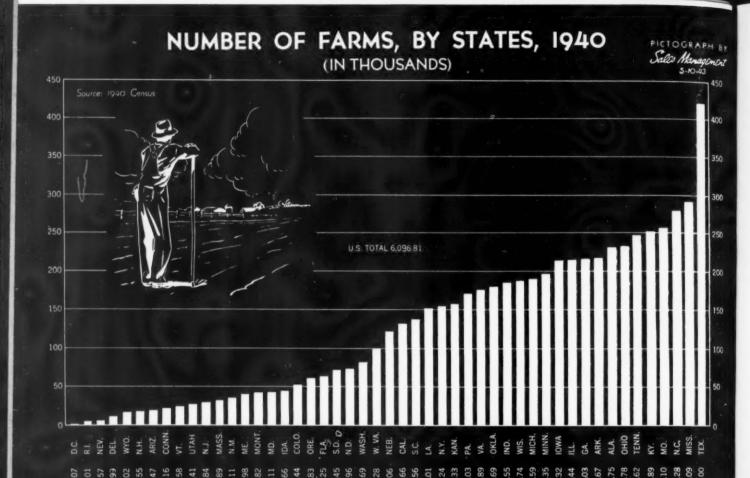
SHIFTS IN INCOME DISTRIBUTION 1942 vs 1941

(% gain or loss in number of families in each income group)



SOURCE—Total U. S. Families from OPA estimate of June 27,1942. Magazine readers from Starch Consumer Magazine Reports.

THE FAMILY CIRCLE MAGAZINE . New York . Chicago . San Francisco



GROSS CASH INCOME PER FARM-1942

(Agricultural Marketings Plus Government Benefits)





It's the Man on the Spot

who knows what's cookin' on the Farm Front Battle Line!

- Midwest editors and reporters are on the spot every day—keeping in close, intimate
 touch with all farming activities within the states they serve. They attend farmers'
 meetings, visit farm families—know the local leaders personally as well as their
 local problems and progress.
- That's why the big five local state farm papers that make up the Midwest Farm Papers have such a tremendous influence and are so popular with every member of the greater part of the farm families in these states.
- This local at-home influence goes further than just the constant readers. It is reflected in the predominant preference of dealers in all lines selling the farm market for supporting advertising in these publications.
- To the advertiser we offer a majority-of-all-rural-mail-box circulation to America's
 most-able-to-buy market on a national volume basis—with the genuine local influence no national publication can give—and at lowest cost of real readership.
- The farm market is today's and tomorrow's best bet. Ask us for new figures on sales possibilities.



MIDWEST FARM PAPERS

250 Park Avenue — NEW YORK
6 North Michigan Avenue — CHICAGO
New Center Building — DETROIT
Russ Building — SAN FRANCISCO

earch Dept

300

250

200

150

50

Ranking of Highest 100 Farm Counties

(Gross income from farm marketings plus government benefit payments)

RANK	COUNTY	STATE	FARMING INCOME Esti- mate (In thousands of dollars)	RANK	COUNTY	STATE	FARMING INCOME Esti- mate (In thousands of dollars)	RANK	COUNTY	STATE	FARMING INCOME Stri- mate (In thousands of dollars)
1	Los Angeles	Cal.	\$126,034	36	Sioux,	lowa	24,924	71	San Luis Obisno	Cal.	18.467
2	Tulare	Cal.	77,351	37	Polk	Fla.	24,722	72	Vermilion	111.	18,446
3	Fresno	Cal.	72,769	38	Iroquois	111.	24.679	73	Marathon	Wis.	18.375
4	San Joaquin	Cal.	71,571	39	Kossuth	lowa	24,409	74	St. Lawrence	N. Y.	18,254
5	Kern	Cal.	47,708	40	Sutter	Cal.	23,793	75	Linn	lowa	18,178
6	Stanislaus	Cal.	47,417	41	Woodbury	lowa	24,641	75	Wright	lowa	18,178
7	Sonoma	Cal.	46,257	42	Scotts Bluff	Neh.	23,072	77	Franklin	lowa	18,084
8	Maricopa	Ariz.	45,742	43	Kings	Cal.	23,041	78	Delaware	N. Y.	17,951
9	Santa Clara	Cal.	44,866	44	Solano	Cnl.	22,958	79	Erie	N. Y.	17,837
10	Lancaster	Pa.	43,413	45	Chester	Pa.	22,845	80	Kane	HI.	17,709
11	San Bernardino	Cal.	42,776	46	Alameda	Cal.	22,305	81	Johnston	N. C.	17.677
12	Monterey	Cal.	41,600	47	Bureau	111.	22,104	82	Marshall	lowa	17,629
13	Weld	Colo.	40.865	48	Cook	111.	21,614	83	Dawson	Neh.	17.412
14	Yakima	Wash,	40,605	49	Bolivar	Miss.	21,556	84	O'Brien	lowa	17,400
15	Ventura	Cal.	39,338	50	Cass	N. Dak.	21,469	85	Grundy	lowa	17,377
16	Orange	Cal.	38.690	51	Sangamon	111.	21,448	88	Hamilton	Iowa	17.373
17	Merced	Cal.	37,329	52	Dodge	Wis.	21,018	87	Sumner	Kansas	17.348
18	Imperial	Cal.	37,298	53	York	Pa.	20,590	88	Crawford	lowa	17,338
19	Aroostook	Maine	34,798	54	Henry	111.	20,490	89	Sedgwick	Kansas	17,329
20	Suffolk	N. Y.	33,711	55	Middlesex	Mass.	20,266	90	Madera	Cal.	17,315
21	Riverside	Cal.	33,694	56	Plymouth	lowa		91	Jasper	lowa	17.308
22	Sussex	Del.	32,640	57	Otter Tail	Minn.	19,908	92	Storey	lowa	17,267
23	Mississippi	Ark.	32,333	58	Martin	Minn.	19,820	93	Wayne	N. Y.	17,263
24	McLean	111.	32,246	59	Renville	Minn.	19,780	94	Redwood	Minn.	17,238
25	San Diego	Cal.	30,482	60	DeKalb	111.	19,736	95	Christian	III.	17,196
26	Sacramente	Cal.	29,241	61	Orange	N. Y.	19,637	96	Reno	Kansas	17,123
27	Dane	Wis.	27,779	62	Benton	lowa	19,562	97	Oneida	N. Y.	17,103
28	LaSalle	111.	27,734	63	Sunflower	Miss.	19,428	98	Grant	Wis.	17,059
29	Pottawattamie	Iowa	27,351	64	Cherokee	lowa	19,393	99	Fond du Lac		17,001
30	Yolo	Cai.	26,028	65	Worcester	Mass.	19,341	100	Polk	Minn.	16,995
31	Champaign	111.	25,775	66	Clinton	lowa	19,333				
32	Santa Barbara	Cat.	25,682	67	Faribault		18,985	Total,	100 counties		\$2,706,733
33	Hartford		25,398	68	Twin Falls		18,922				
34	Livingston		25,342	69	Webster		18,768	_			
35	Whitman	Wash.	25,294	70	Tama	lowa	18,706	Total L	J. S. A		\$16,372,85

HERE ARE THE 100 FATTEST AGRICULTURAL COUNTIES

Each dot represents a county which ranks among the first 100 in 1942 cash farm income.





3 Must Grow Where 2 Grew Last Year

With perhaps one out of every four workers gone to war or big-pay, war industry . . . with new tractors and equipment cut 70% . . . with shortages looming in prepared feeds and fertilizers . . . the American Farmer is setting out on the toughest production job he ever tackled. More corn. More wheat. More soybeans. More beef. More pork.

More chickens and eggs. More milk. The nation and her allies demand them. Soldiers and civilians fight and work best on full stomachs. Capper's Farmer is the only national farm magazine that gives American farmers practical solutions for these acute, war-time farming problems . . . in terse, understandable farm-language.

CAPPER'S FARMER

The ONE National Farm Magazine that Speaks the Farmer's Language

MAY 10, 1943

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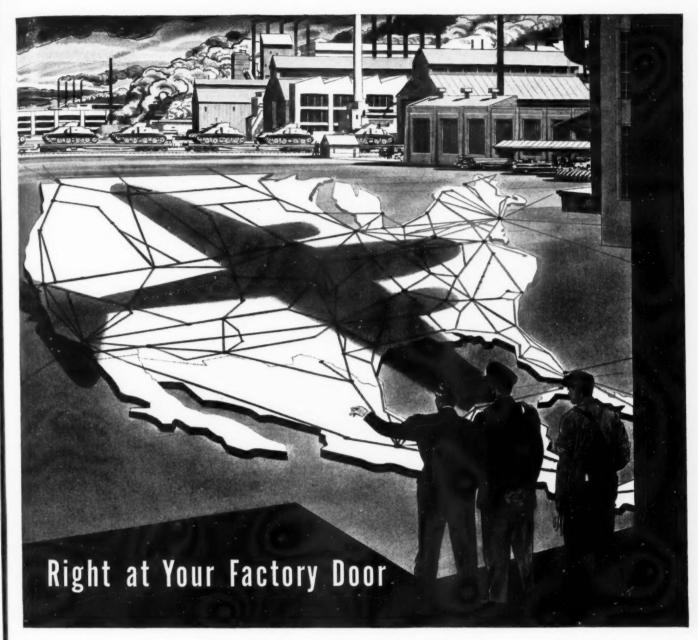
Where Do Farmers Buy?

This study of the towns and the stores where farmers buy 21 products was prepared by Farm Journal which for the past three years has maintained a Farm Consumer Panel. Representative farm families keep detailed records of all expenditures and supply the data monthly to the magazine.

	Men's Good Clothes	Men's Work Clothes	Boys' Clothes		Women's Everyday Clothes	Girls' Clothes	Dry Goods	Groceries	Drugs	Men's Toiletries	Beauty Prep.
Towns											
Under 2,500	20.2	24.1	18.8	15.1	14.1	20.5	14.8	45.6	35.8	33.7	29.4
2,500-10,000	27.2	25.0	27.3	26.3	27.1	26.2	27.6	23.9	25.3	24.2	25.8
10,000-50,000	37.2	38.1	41.8	39.3	41.7	40.9	42.5	24.7	29.0	30.9	32.2
Over 50,000	15.4	12.8	12.1	19.3	17.1	12.4	15.1	5.8	9.9	11.2	12.6
STORES											
Dept	2.5			5.1	3.8	3.2	3.7				
Chain Dept	29.6	39.1	43.0	21.8	31.0	35.6	39.8			5.3	2.6
Specialty	21.1	7.4	3.1	21.9	3.0						
General		9.0	5.2	3.1	3.7	5.6	2.8	17.5		6.0	3.3
Mail Order	11.8	17.8	27.6	15.3	24.6	24.7	26.9			2.9	
Mail Order Retail	5.6	9.7	8.2	5.9	6.7	7.0	6.3				
Other	0.4	2.3	2.4	0.5	1.2	1.9	3.0	1.2	4.9	11.3	5.7
Dry Goods	23.1	14.7	10.5	26.4	23.0	17.5	17.5				4.0
Chain Variety					3.0	4.5			2.3	14.7	24.3
Ind. Grocery								. 58.6		2.5	
Chain Grocery								. 22.7			
Ind. Drug									85.6	45.2	41.4
Chain Drug									5.2	3.4	2.7
Agent									2.0	8.7	5.2

	Тоъассо	Motors	Auto Access.	Gas and Oil	Paints	Fire Arms	Fencing	Fishing Equip.	Animal Remedies	Feeds
TOWNS										
Under 2,500	45.3	28.5	*	46.1	31.7	40.8	43.1	33.4	40.5	40.6
2,500-10,000	21.9	20.2	*	22.4	25.9	22.6	18.8	34.6	23.0	22.5
10,000-50,000		34.5	*	24.1	31.8	27.7	29.3	27.1	28.7	28.5
Over 50,000	6.5	16.8	*	7.4	10.6	8.9	3.8	4.9	7.8	8.4
STORES										
Ind. Grocery	33.5									3.5
Chain Grocery						3.0		2.4	3.0	2.0
Ind. Drug					3.4			4.8	22.8	
Serv. Station and Garage			32.6	68.8						
General	17.8				3.5	9.2	7.0	3.6	4.8	4.8
Other	14.8	26.3	6.2	2.7	21.5	3.6	7.0	8.3	18.4	21.6
Hardware		20.6			24.6	63.9	28.4	40.5		
Mail Order		15.6	10.4		11.3	2.0	12.9	11.9	3.9	
Mail Order Retail		4.9	15.8		14.1	7.9	6.7	5.9		
Dealer		12.5	3.1							
Implement		10.7					4.7			
Agent		7.2							. 22.6	5.6
Feed Store		2.2					4.7		. 18.6	45.8
Indep. Auto			17.6							
Chain Auto			10.8		3.5	6.2		5.9		
Со-ор			3.5	4.3	4.0		7.0		. 5.9	12.4
Tank Wagon				24.2						
Lumber Co			1		14.1		21.6			
Sporting Goods						4.2				

^{*}Not available.



When the Japs struck at Pearl Harbor, the Air Express system of the United States was by far the greatest in the world.

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MENT

Built during years of peace, it required no conversion for war. It was ready to go! Now, as then, Air Express provides industry with a vast network of skyways over which to move critical material at a speed of three miles a minute.

For the manufacturer, it's almost like

having the entire nation right at his factory door—no supplier or sub-contractor can be far away with this fastest form of delivery.

It serves every U. S. industrial town and city, and more than 60 foreign countries—either direct or by rapid Air-Rail connections, with schedules that are figured in hours instead of days and weeks.

It gains millions of work-hours for thousands of war plants, with vital shipments that prevent production tie-ups, break industrial bottlenecks and keep men on the job.

TODAY, Air Express also works hand in hand with the Army and Navy Air Transport services, to supply our fighting fronts throughout the world.

TOMORROW, Air Express will girdle the globe in friendly commerce, and will bring *all* foreign markets to the doorstep of American business.

AIR EXPRESS SPEEDS WAR PRODUCTION

SHIP EARLY — as soon as shipment is ready — to assure fastest delivery. PACK COMPACTLY — to conserve valuable space. ASK for our "Wartime Wall Chart"—an illustrated guide for simplified preparation of Air Express shipments.



Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION . Representing the AIRLINES of the United States

MAY 10, 1943

[51]

How Well Do MAGAZINES Saturate Each State?

The following tables give the relationship between civilian population and the net paid circulation of 36 magazines. The population percentage is based upon the 1942 estimates of the Bureau of the Census.

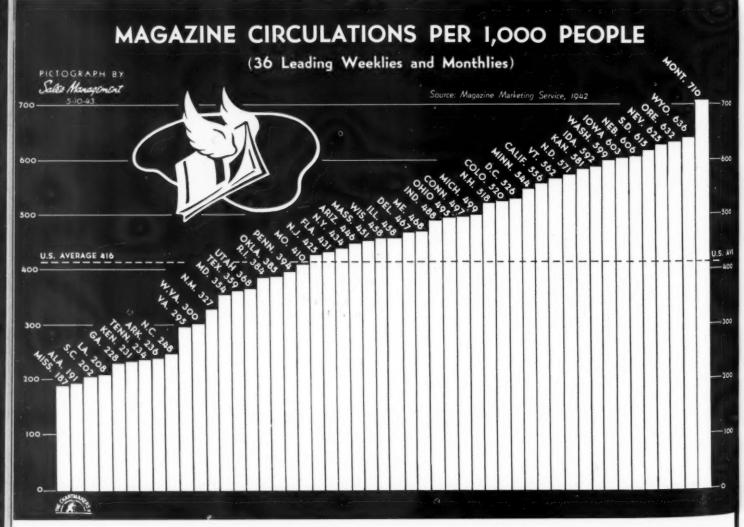
The magazine circulations—subscriptions plus news-stand sales—were compiled for Magazine Marketing Service's "County Buying Power Index"; percentages developed by SALES MANAGEMENT. The 36 magazines include leading publications in every field, including 5 farm magazines. The circulation figures are based on publishers' most recent (most of them 1942) county count.

The index figure was developed by SALES MAN-AGEMENT—the result of dividing the circulation

percentage by the population percentage.

State	% of Total U.S. Population 1942	% U.S. Total 36 Magazines Circulation	Ratio % Circulation to % Population
Alabama	2.206	1.012	46
Arizona	.378	.405	107
Arkansas	1.500	.852	57
California	5.485	7.325	134
Colorado	.832	1.039	125
Connecticut	1.348	1.610	119
Delaware	.210	.236	112
Dist. of Columbia	.627	.792	126
Florida	1.482	1.534	104
Georgia	2.334	1.276	55
Idaho	.364	.518	142
Illinois	6.085	6.700	110
Indiana	2.655	3.110	117
lowa	1.867	2.703	145
Kansas	1.312	1.830	139
Kentucky	2.102	1.165	55

State	% of Total U.S. Population 1942	% U.S. Total 36 Magazines Circulation	Ratio % Circulation to % Population
Louisiana	1.851	.925	50
Maine	.628	.704	112
Maryland	1.447	1.229	85
Massachusetts	3.262	3.530	108
Michigan	4.229	5.064	120
Minnesota	2.042	2.672	131
Mississippi	1.626	.728	45
Missouri	2.852	2.808	98
Montana	.398	.680	171
Nebraska	.949	1.382	146
Nevada	.098	.147	150
New Hampshire	.365	.454	124
New Jersey	3.227	3.296	102
New Mexico	.398	.312	78
New York	9.830	10.245	104
North Carolina	2.639	1.571	60
North Dakota	.453	.621	137
Ohio	5.291	6.294	119
Oklahoma	1.658	1.533	92
Oregon	.813	1.234	152
Pennsylvania	7.418	7.015	95
Rhode Island	.550	.508	92
South Carolina	1.448	.701	48
South Dakota	.449	.662	147
Tennessee	2.228	1.250	56
Texas	4.917	4.240	86
Utah	.423	.373	88
Vermont	.263	.355	135
Virginia	2.132	1.511	71
Washington		1.922	144
West Virginia	1.417	1.018	72
Wisconsin	2.399	2.639	110
Wyoming	.177	.270	153
	100.000	100.000	



Never Underestimate the Power of a Woman!





Nor the Power of the Magazine Women believe in!

The familiar but invisible force that emanates from Picture I and culminates in Picture II is also continuing to bring the Ladies' Home Journal the largest audited magazine circulation in the world.

JOURNAL

MAY 10, 1943

How Well Do NEWSPAPERS Saturate Each State?

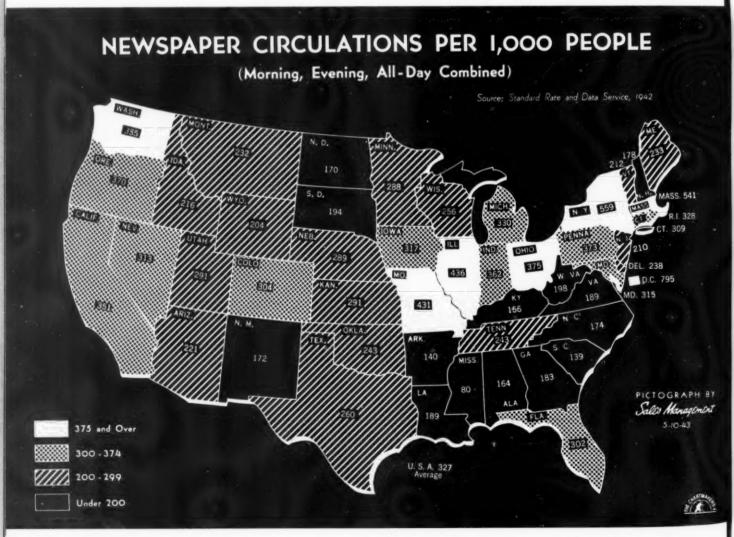
The following tables give the relationship between civilian population and the net paid circulations of morning, evening and all-day daily newspapers. It is not as precise a measurement as that given on accompanying pages of this issue for magazines and radio because the circulation is point-of-origin. As an example, the total circulations of New York papers are credited to the state of New York.

The compilation of newspaper circulations—1942 statements—was made by Standard Rate and Data Service, with percentages by SALES MANAGEMENT.

The index figure was developed by SALES MAN-AGEMENT—the result of dividing the circulation percentage by the population percentage.

State	% of Total U.S.A. 1942 Population	% of Total U.S.A. Newspaper Circulation	Ratio Circulation to Population
Alabama	2.206	1.105	50
Arizona	.378	.255	67
Arkansas	1.500	.642	43
California	5.485	5.879	107
Colorado	.832	.773	93
Connecticut	1.348	1.274	95
Delaware		.153	73
Dist. of Columbia		1.522	243
Florida		1.365	92
Georgia		1.302	56
Idaho		.241	66
Illinois		8.116	133
Indiana		2.938	111
lowa		1.809	97
Kansas		1.164	89
Kentucky		1.002	48

State	% of Total U.S.A. 1942 Population	% of Total U.S.A. Newspaper Circulation	Ratio Circulation to Population
Louisiana	1.851	1.068	58
Maine	.628	.446	71
Maryland	1.447	1.392	96
Massachusetts	3.262	5.390	165
Michigan	4.229	4.262	101
Minnesota	2.042	1.798	88
Mississippi	1.626	.398	24
Missouri	2.852	3.753	132
Montana	.398	.282	71
Nebraska	.949	.837	88
Nevada	.098	.094	96
New Hampshire	.365	.198	54
New Jersey	3.227	2.066	64
New Mexico		.209	53
New York	9.830	16.775	171
North Carolina	2.639	1.402	53
North Dakota	.453	.236	52
Ohio	5.291	6.066	115
Oklahoma		1.232	74
Oregon		.918	113
Pennsylvania		8.448	114
Rhode Island	.550	.552	100
South Carolina	1.448	.616	43
South Dakota	.449	.266	59
Tennessee	2.228	1.657	74
Texas	4.917	3.911	80
Utah	.423	.375	89
Vermont		.170	65
Virginia	2.132	1.228	58
Washington		1.573	118
West Virginia		.856	60
Wisconsin	2.399	1.876	78
Wyoming		.110	62
TOTAL-U.S.A		100.000	-





Postwar living is engaging the attention of almost every American today.

And . . . Newsweek is taking the lead in exploring America's, and the world's, new way of life. "Postwar Horizons"—a mirror of world living in the days that lie ahead—now supplements such other Newsweek exclusives as Periscope, News Significance, and the Signed Opinions of experts in government, finance, statesmanship, and war strategy.

Here is an editorial formula geared to the needs of thinking people. And, although this will be a very different world come Victory, one fundamental fact will remain:

The richest market for new postwar products and services will continue to be today's leaders in world living. The kind of people* who, in ever increasing numbers, are turning to Newsweek for a more complete understanding of what tomorrow will bring.

Newsweek

The Magazine That Looks Ahead



*£31% of Newsweek's more than a half million circulation is concentrated among leaders in business, industry, government and the professions . . . the highest concentration of above-average Americans, per advertising dollar, offered by any magazine.

How Well Do RADIOS Saturate Each State?

The following tables give the relationship between civilian population and the number of homes with radios. The population percentage is based upon the 1942 estimates of the Bureau of the Census.

The count of homes equipped with radios comes from the 1940 census, which is the most recent official count. Since 1940 and 1941 were big-production years for the radio industry, it is probable that today the percentage of radio homes is greater than shown in the Marketing Pictograph at the bottom of the page. Offsetting this may be an increase in the number of unusable sets due to increased difficulties of getting repair and replacement parts.

Because the Census figures do not give total number of radios, but only radio homes, the Marketing Pictograph shows relationship of radio (white) homes to occupied dwellings, instead of (in the case of newspaper and magazine figures on accompanying pages) the number of radios per 1,000 persons.

State	Population 1942 V.S.A.	Radio Homes % U.S.A. Total	Ratio Radios to Population
Alabama	2.206	1.147	52
Arizona	.378	.313	83
Arkansas	1.500	.872	58
California	5.485	6.892	126
Colorado	.832	.922	111
Connecticut	1.348	1.488	110
Delaware	.210	.213	101
Dist. of Columbia	.627	.565	90
Florida	1.482	1.164	79
Georgia		1.360	58
Idaho		.424	116
Illinois	6.085	7.040	116
Indiana	2.655	2.947	111
lowa	1.867	2.200	118
Kansas	1.312	1.469	112
Kentucky	2.102	1.585	75

State	Population 1942 % U.S.A.	Radio Homes % U.S.A. Total	Ratio Radios to Population
Louisiana	1.851	1.098	59
Maine	.628	.657	105
Maryland	1.447	1.413	98
Massachusetts		3.725	114
Michigan	4.229	4.533	107
Minnesota	2.042	2.308	113
Mississippi	1.626	.733	45
Missouri	2.852	2.968	104
Montana	.398	.479	120
Nebraska	.949	1.065	112
Nevada	.098	.094	96
New Hampshire	.365	.417	114
New Jersey	3.227	3.638	113
New Mexico	.398	.237	60
New York	9.830	12.070	123
North Carolina	2.639	1.682	64
North Dakota	.453	.467	103
Ohio	5.291	6.053	114
Oklahoma	1.658	1.447	87
Oregon	.813	1.036	127
Pennsylvania	7.418	8.079	109
Rhode Island	.550	.630	115
South Carolina	1.448	.747	52
South Dakota	.449	.485	108
Tennessee	2.228	1.550	70
Texas	4.917	3.887	79
Utah	.423	.451	107
Vermont	.263	.286	109
Virginia	2.132	1.462	59
Washington		1.685	126
West Virginia	1.417	1.164	82
Wisconsin	2.399	2.649	110
Wyoming	.177	.204	115
•	100.000	100.000	

RADIOS PER 1,000 WHITE HOMES

(Number of white homes with home radios)





here is a

HERE IS A THEATRE with aisless that cross a continent ... a stage the size of a World's Series ball park or a world war battleground ... an orchestra pit which can shift in 30 seconds from symphony to swing ... and seats for 25,000,000 families, to be filled at the twist of a dial.

This is the Mutual theatre, opened in October, 1934. Scene of some of the greatest successes in radio,

it is being continuously enlarged and improved by those who know the American audience firsthand the individual members of the Mutual Network.

No wonder more and more advertisers are stepping to the Mutual footlights these days. Some have a message for the full house; for others Mutual assembles audiences from specially selected markets. In either case, this theatre can now be leased at the lowest rates in radio — and the box-office response is terrific.

Current milestone in Mutual progress is the opening, May 1, of the newest and finest radio playhouse in New York, as outstanding as the network's studios in Chicago and Hollywood.

THE MUTUAL BROADCASTING SYSTEM

MAY 10, 1943

EMENT

[57]

60 Cities Leading in 1942 Sales of Five Store Groups

(Mainland cities only; in thousands of dollars.)

		Food	Rank	General Mdse.	Rank	Apparel	Rank	Eating and Drinking Places	Rank	Drug Stores	Ran
lew Yorkhicagohiladelphiaos Angeles	N. Y. III. Pa. Mich. Cal.	\$1,000,687 363,904 269,060 214,203 213,045	1 2 3 4 5	\$464,378 611,843 282,544 197,525 168,554	9 1 3 4 5	\$550,023 205,146 124,951 108,698 87,700	1 2 3 4 5	\$539,547 188,615 115,638 87,075 95,475	1 2 3 5 4	\$105,052 84,074 40,080 52,230 36,937	1 2 5 3 6
Vashington		152,347	7	121,525	10	71,911	7	59,450	10	42,146	4
ostonlevelandaltimoreittsburgh	Mass. Ohio Md. Pa.	122,613 143,235 155,103 112,515	9 8 6 10	158,788 136,596 143,366 142,167	6 9 7 8	75,927 50,689 52,866 38,832	6 10 9 15	73,121 61,663 59,939 46,919	6 8 9 11	21,193 21,483 24,199 18,034	9 8 7 13
t. Louis	Mo. Cal. Wis.	106,479 107,814 102,741	19 11 13	103,546 70,737 74,384	11 19 15	46,192 56,422 39,837	12 8 13	44,376 71,683 41,126	12 7 13	19,319 18,154	11
Ailwaukeeincinnatieattle	Ohio Wash.	88,165 73,795	14	64,959 76,537	20	48,291 31,028	11	38,006 32,553	14 16	14,452 14,117 13,199	15 16 18
lewark	N. J. Minn.	73,843 74,348	17 16	91,295 71,636	12 18	39,596 31,933	14 18	36,180 31,237	15 17	9,912 13,910	2:
uffaloansas City	N. Y. Mo. Cal.	83,037 49,204 72,649	15 25 19	60,777 75,000 62,680	22 14 21	34,518 38,244 25,972	17 16 22	29,408 20,743 21,129	18 23 22	10,319 19,565 9,738	10
ortland	Ore.	59,401 52,161	20 24	73,989 57,086	16 24 39	19,362 21,372	31 29	22,537 21,541	19	9,821 17,488	2
louston	Ga.	53,747 38,887 52,389	21 37 23	28,997 72,263 37,953	17 34	29,602 24,608 24,084	20 25 27	19,160 14,244 20,328	25 40 24	11,104 9,240 8,708	2 3
allasenver	Colo.	37,589 40,797	38 34	54,412 56,269	27 26	20,632 16,096	30	15,001 17,504	35 27	10,378 11,891	9
lew Orleans ochester rovidence	N. Y.	43,105 53,188 47,111	32 22 27	38,253 35,144 38,202	31 35 32	28,295 23,606 24,547	21 28 26	22,354 16,842 15,404	30 34	12,839 7,097 8,046	3 3
ouisville	Tenn.	48,229 35,359	26 40	29,733 58,045	38 23	24,901	24	16,005 11,336	32 44	11,347 9,272	9
l. Pauloledo oledo an Diego	Ohio	43,158 46,703 41,769	31 28 33	56,516 38,861 27,367	25 29 41	15,392 15,882 16,388	41 40 35	17,389 17,152 18,657	28 29 26	6,576 8,582 7,376	3
lartford	Ohio	40,577 45,551 31,289	35 30 46	39,927 38,716 29,840	28 30 37	18,794 10,874 18,808	33 53 32	14,653 14,527 10,275	36 38 46	6,768 6,375 5,722	
ayton Iempstead Twsp	Ohio	39,811 35,775	36 39	31,657 20,940	36 43	14,908 25,540	43 23	16,165 12,940	31 41	6,992 2,770	1
ichmond Omaha yracuse	Neb.	32,165 33,206 33,921	45 44 43	28,331 * 20,701	40	13,742	45	8,896 14,569 12,017	51 37 43	7,104 6,215	
Aiamiong Beach	Fla.	22,974 29,103	55 48	20,701 20,572 16,913	47 54	10,935 12,382	59 49	14,361 12,592	39 42	4,397 7,651 5,362	1
Vorcester	N. J.	35,281 46,338	41 29 54	19,358 7,107	49 59 50	15,137 13,940	49 44 36	9,585 15,576	48 33 49	3,660 4,881 4,980	
an Antonioort Worth pringfield	Texas	25,510 21,285 29,481	58 47	18,407 38,170 20,135	33 48	16,343 8,099 13,140	57 47	9,436 6,801 8,826	54 52	5,897 4,600	
New Haven	Mich.	25,818 26,488	59 50	14,154 20,680	57 46	17,671 12,368	34 50	11,273 6,244	45 59	4,686 5,909	1
Paterson Oklahoma City Youngstown	Okla.	34,061 19,722 26,198	49 59 51	17,338 18,108 21,037	52 51 42	16,290	55	9,703 6,685 8,640	47 56 53	3,457 7,284 3,198	
ridgeport	Mich.	28,350 25,779	49 53	17,200 13,701	53 58	11,218 10,801	51 54	9,016 6,523	50 58	3,701 5,232	
Nashville Norfolk Salt Lake City	. Va.	22,070 22,545 18,884	57 56 60	14,832 14,567 20,896	55 56 44	12,707 13,405 9,215	48 46 56	6,705 6,637 6,095	55 57 60	5,055 5,345 4,285	

^{*}Withheld to Avoid Disclosure.

SOURCE: Estimates by SALES MANAGEMENT Research Dept.



ANNOUNCEMENT and an INVITATION

The U. S. Treasury Department, The Saturday Evening Post and America's leading department stores have joined forces in a nationwide drive to sell War Savings Bonds and Stamps.

Norman Rockwell's inspiring paintings of The Four Freedoms will be the feature attraction of a show that will thrill millions.

The publishing of Rockwell's Four Freedoms in the new Saturday Evening Post brought a response from thousands of Post readers that has surpassed anything in Post experience.

Now these famous paintings will tour the nation so that all who wish may see them in their original beauty.

We invite you of the advertising and sales profession to visit this exhibition when it comes to your city. We urge you not to miss this opportunity of seeing in glowing art the principles for which our country sacrifices and fights.

MENT

1942 Retail Sales Estimates — Total Dollars for Counties with Cities in the 100,000 Group

according to AGEMENT'S The listing	exclusive Resear	est dollar tot re estimates l ch Departmen ined to 123 c	by SALES at. counties con	MAN- taining	County	State	City	Retail Sales Estimate (in Thousands)	Rank in Group
	4/	e (newspaper-c 00 in the 1940		popu-	Dade Luzerne	Fla. Pa.	Miami Wilkes-Barre	\$169,243 162,566	54 55
			1942 Retail Sales	Rank	Bristol	Mass.	Fall River	160,750	56
County	State	City	Esti- mate (in Thousands)	in Group	Onondaga Douglas Kent	N. Y. Nebr. Mich.	Omaha Grand Rapids	151,196 144,838 143,446	57 58 59
		N. W. I	********		Lake	Ind.	Gary	142,186	60
Cook	N. Y. III.	New York Chicago	\$3,717,667 2,324,254	1 2	Pexar	Texas	San Antonio	138,000	61
os Angeles	Cal.	Long Beach	1,770,474	3	Norfolk	Va. N. Y.	Norfolk	137,041 130,639	62
Wayne	Mich.	Pasadena Detroit	1,283,314	4	Genesee	Mich.	Flint	130,482	64
hiladelphia	Pa.	Philadelphia		5	Terrant	Texas	Fort Worth	128,651	65
Allegheny	Pa.	Pittsburgh	769,496	6	Pierce	Wash.	Tacoma	127,712	66
uyahoga	Ohio	Cleveland		7	Oklahoma	Okla.	Oklahoma City	127,280	67
Dist. of Columbia		Washington	695,328	8	Camden	N. J. Me.	Camder	126,799	68
Baltimore	Mass. Md.	Boston	679,091 636,552	10	Spokane	Wash.	Portland Spokane	124,983 124,363	69 70
					New Castle	Del.	Wilmington	122,476	71
ssex	N. J.	Newark	570,016	11	Stark	Ohio	Centon	120,646	72
t. Louis	Mo. Cal.	St. Louis San Francisco		13	Davidson	Tenn.	Nashville	120,395	73
Ailwaukee	Wis.	Milwaukee	449,141	14	Salt Lake	Utah	Salt Lake	119,663	74
(ing	Wash.	Seattle		15	Lackawanna	Pa.	Scranton	119,083	75
Alameda	Cal.	Oakland		16	Berks	Pa.	Reading	113,706	76
Middlesex	Mass.	Lowell		17	Mercer	N. J.	Trenton	109,236	77
familton	Ohio	Cincinnati		18	Sacramento	Cal. Iowa	Sacramento Des Moines	108,930	78
Providence	R. I.	Pawtucket Providence	386,405	19	Lancaster	Pa.	Lancaster	107,843 105,495	80
-lartford	Conn.	Hartford	378,576	20	Sedgwick	Kans.	Wichita	101,862	81
rie	N. Y.	Buffalo	378,432	21	Dauphin	Pa.	Harrisburg	99,533	82
DeKalb-Fulton	Ga.	Atlanta		22	Maricopa		Phoerix	98,959	83
New Haven	Conn.	New Haven		23	Tulsa	Okla. Mich.	Tulsa Lansing	96,582 96,230	84
		Waterbury			Duval	Fla.	Jacksonville	94,692	86
dennepin		Minneapolis		24	Erie		Erie	94,628	87
airfield	Mo.	Bridgeport Kansas City		25 26	Allen		Fort Wayne	93,509	88
Multnomah	Ore.	Portland		27	Lehigh	Pa.	Allentown	92,564	89
Hudson	N. J.	Hoboken Jersey City	293,889	28	St. Louis		Duluth	91,422	90
an Diego	Cal.	San Diego		29	Oneida	N. Y.	Utica	89,580	91
Marion	Ind.	Indianapolis		30	Peoria		Peoria	87,565	99
					Hamilton	Tenn.	Chattanooga	86,996	93
Westchester		Yonkers		31	Cambria St. Joseph	Pa. Ind.	Johnstown South Bend	86,875 85,228	9
Harris		Houston		32	эт. эозери	mu.	Journ Deng	03,220	7.
Worcester		Worcester		33	Mecklenburg	N. C.	Charlotte	84,654	96
ławaii		Honolulu		34 35	Atlantic		Atlantic City	84,633	9.
Monroe		Rochester		36	Broome		Binghamton	80,462	91
Dallas		Dallas		37	Hillsborough Pulaski		Tampa	80,217	10
assaic		Passaic		38	r widski	Ark.	Little Rock	79,992	10
		Paterson			Mobile	Ala.	Mobile	76,819	10
enver		Denver	226,329	39	Knox		Knoxville	72,407	10
lefferson	Ky.	Louisville	220,597	40	Vanderburgh	Ind.	Evansville	71,304	10
ucas	Ohio	Toledo	215,604	41	Caddo Winnebago		Shreveport		104
Orleans		New Orleans.		42	w inneoago	111.	NOCKIOIG	08,430	10.
helby		Memphis	209,040	43	Schenectady	N. Y.	Schenectady	63,802	10
ummit	Ohio	Akron		44	Wyandotte		Kansas City		10
Hampden		Springfield	202,226	45	Nueces		Corpus Christi		10
Nassau	Ν. Υ.	Hempstead	400		Rock Island		Moline	54,241	10
) . m	h.41	Twsp		46			Rock Island		
lamsey		St. Paul		47	Rensselaer	N. Y.	Troy		11
efferson		Lynn		48 49	F1 D	-			4.4
Montgomery		Pirmingham Dayton		50	El Paso Cabell-Wayne	W. Va.		49,136	11
Union	N. J.	Elizabeth	. 180,813	51	Forsyth Scott		Winston-Salem. Davenport		11
Mahoning- Trumbull									-
	Ohio	Youngstown	. 178,635	52		1	1	\$32,611,027	



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Where is it bought? BUYING TRENDS

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If you are looking for <u>before</u> and <u>after</u> trends in national buying, the current surveys by Modern Magazines are your best source. The 13th Survey of Beauty and the 8th Survey of Homemaking show how brands have fared, come war and rationing, as well as the years before . . . Shows, too, where and how much middle-class wage-earner families spend for products.

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MAY 10, 1943

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1942 Effective Buying Income—Total Dollars—for Counties with Cities in the 100,000 Group

Here, listed according to rank, are the counties which in 1942 had the largest dollar totals of Effective Buying Income, according to exclusive estimates by SALES MANAGEMENT'S research department.

This listing is confined to 123 counties containing cities whose city-zone (newspaper-carrier limit) population exceeded 100,000 in the 1940 Census.

County	State	City	1942 Effective Buying Income Estimate in Thousands	Rank in Group
5 counties Cook	N. Y. III.	New York Chicago Long Beach	\$8,729,607 5,013,235	1 2
Los Angeles	Cal.	Los Angeles	4,213,240	3
Wayne Philadelphia Allegheny Cuyahoga Baltimore Essex Suffolk	Mich. Pa. Pa. Ohio Md. N. J. Mass.	Detroit	2,664,095 2,189,160 1,698,605 1,644,449 1,582,063 1,400,349 1,317,629	4 5 6 7 8 9
San Francisco St. Louis Dist of Columbia Middlesex Milwaukee King Hamilton Alameda Hartford	Cal. Mo. Mass. Wis. Wash. Ohio Cal. Conn. N. Y.	San Francisco St. Louis Washington Lowell Milwaukee Seattle Cincinnati Oakland Hartford Buffalo	1,209,212 1,186,750 1,082,745 1,005,006 980,970 895,837 838,633 810,085	11 12 13 14 15 16 17 18 19 20
Hennepin Providence	Minn. R. I.	Minneapolis Pawtucket	722,183	21 22
New Haven	Conn.	Providence New Haven Waterbury	713,431	23
Marion	Ind. Ore. Conn. N. J. N. Y. Cal. La.	Indianapolis Portland Bridgeport Hoboken Jersey City Yonkers San Diego New Orleans.	686,537 665,903 662,825 637,411 625,951 623,771	24 25 26 27 28 29 30
Jackson	Mo. Mass. N. Y. Texas Texas Ohio N. J.	Kansas City Worcester Rochester Houston Dallas Akron Passaic Paterson Toledo Columbus	520,750 514,543 510,285 493,664 488,963 486,784 471,371 464,887	31 32 33 34 35 36 37 38 39
DeKalb-Fulton	Ga.	Atlanta		40
Jefferson Hampden Mahoning-	N. Y. Ky. Mass.	Twsp Louisville Springfield	429,746	49 43 44
Trumbull Essex Jefferson Ramsey Bristol	Ohio Mass. Ala. Minn. Mass.	Youngstown Lynn Birmingham St. Paul Fall River	. 392,150 . 386,771 . 385,137	45 46 47 48 49
Montgomery	Ohio	New Bedford. Dayton		50

Wilkes-Barre ..

357,001

County	County State		1942 Effective Buying Income Estimate in Thousands	Rank in Group	
nelby	Tenn.	Memphis	356,192	52	
nion	N. J.	Elizabeth	347,013	53	
rrant	Texas	Fort Worth	323,879	54	
enver	Colo.	Denver	322,936	55	
nondaga	N. Y.	Syracuse	321,606	56	
enrico	Va.	Richmond	320,974	57	
ouglas	Nebr.	Omaha	313,226	58	
exar	Texas	San Antonio	312,707	59	
lorfolk	Va.	Norfolk	301,485	60	
ake	Ind.	Gary	295,591	61	
	W/ 1	Hammond	000 403	40	
ierce	Wash.	Tacoma	290,403	62	
pokane	Wash.	Spokane	289,786	63	
amden	N. J.	Camden	283,112	64	
umberland	Maine	Portland	276,473	65	
acramento	Cal.	Sacramento	272,868	66	
lbany	N. Y.	Albany	271,034	67	
avidson	Tenn.	Nashville	269,696	68	
tark ackawanna	Ohio Pa.	Scranton	268,097 261,625	70	
ade	Fla.	Miami	260,231	71	
olk	lowa	Des Moines	250,766	72	
ent	Mich.	Grand Rapids	246,625	73	
erks	Pa.	Reading	242,097	74	
lew Castle	Del.	Wilmington	236,978	75	
Aercer	N. J.	Trenton	227,560	76	
Oklahoma	Okla.	Oklahoma City	226,164	77	
\llen	Ind.	Fort Wayne	213,650	78	
edgwick	Kans.	Wichita	211,886	79	
ancaster	Pa.	Lancaster	205,834	80	
Pauphin	Pa. Mich.	Harrisburg	205,767 205,738	81 82	
jenesee	Pa.	Erie	203,598	83	
rie			197,614	84	
Oneida	N. Y.	Salt Lake City	190,849	85	
alt Lake	Utah	Chattanooga	189,917	86	
damilton	Tenn.			87	
Duval	Fla.	Jacksonville	188,903	88	
t. Louis	Minn.	Duluth	188,748 187,050	89	
ulsaaddo	Okla. La.	Tulsa Shreveport	183,883	90	
it. Joseph	Ind.	South Bend	178,148	91	
Mecklenburg	N. C.	Charlotte	172,260	92	
ngham	Mich.	Lar.sing	172,256	93	
Broome	N. Y.	Binghamton	172,087	94	
_ehigh	Pa.	Allentown	171,594	95	
Cambria	Pa.	Johnstown	168,192	96	
eoria		Peoria	165,624	97	
Mobile	Ala.	Mobile	157,948	98	
Vanderburgh		Atlantic City	152,751 149,924	100	
Atlantic					
Maricopa		Phoenix	147,858	101	
Hillsborough	Fla.	Sahanastadu	143,041	103	
chenectady		Schenectady	142,344	104	
(nox		Knoxville	138,093	105	
Winnebago	III.	Rockford	132,166	106	
Wyandotte		Kansas City	129,324	107	
Rensselaer		Troy	121,478	108	
Pulaski		Little Rock		109	
Forsyth Rock Island		Winston-Salem.		110	
	-	Rock Island	404		
El Paso		El Paso	101,599	111	
Scott		Davenport		111	
Nueces		Corpus-Christi		111	
Cabell-Wayne.	. W. Va.	Huntington	93,970	-	
			\$69,890,559		

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> The CALL-BULLETIN has the largest volume of display advertising of any San Francisco daily newspaper.

> The CALL-BULLETIN has the largest evening newspaper circulation in Northern California.

This tremendous per capita Effective Buying Income may be tapped most efficiently by using The CALL-BULLETIN. This newspaper with the "most" of everything has kept pace with San Francisco expansion, and presents a picture worth millions to alert advertisers.

San Francisco

CALL-BULLE

The NUGGET Paper in a GOUDEN Market
Represented Nationally by Paul Block and Associates

ENT

1942 Effective Buying Income, Per Capita—for Cities with City-Zone Populations Over 100,000

Here, listed according to rank are SALES MANAGE-MENT'S exclusive estimates of per capita Effective Buying Income for the year 1942 (arithmetical average). The listing is confined to the 123 cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1940 census. Excluded are about a dozen suburbs of larger cities.

City	State	Effective Buying Income Per Capita—1942 Estimate	Rank in Group	
Akron Albany Allentown Atlanta Atlanta Atlantic City	Ohio N. Y. Pa. Ga. N. J.	\$1,355 1,063 1,038 996 1,776	35 88 93 104 6	
Baltimore Binghamton Birmingham Boston Bridgeport	Md. N. Y. Ala. Mass. Conn.	1,507 1,000 890 1,299 1,430	21 102 117 45 27	
BuffaloCamdenCandenCantonCharlotteCharlotteChatlanooga	N. Y. N. J. Ohio N. C. Tenn.	995 1,257 1,175 1,389 1,090	105 50 68 30 85	
Chicago	III. Ohio Ohio Ohio Texas	1,261 1,567 1,457 1,236 1,049	49 16 25 53 92	
Dallas	Texas Iowa Ohio Colo. Iowa	1,118 1,195 1,187 948 1,370	78 63 65 111 33	
DetroitDuluthElizabethEl PasoErie	Minn. N. J. Texas	1,332 984 1,229 864 1,025	40 106 55 119 96	
Evansville	Mass. Mich. Ind.	1,399 947 1,100 1,476 1,384	29 112 80 22 32	
Gary Grand Rapids Hammond. Harrisburg Hartford	Mich. Ind. Pa.	1,024 1,171 980 1,326 1,682	97 70 107 41 12	
Hempstead Twsp Hoboken Honolulu Houston Huntington	N. J. Hawaii Texas	1,225 1,189 1,831 1,099 957	56 64 4 81 108	
Indianapolis	Fla. N. J. Pa.	1,540 741 1,056 1,024 961	18 121 89 97 109	
Kensas City	Pa. Mich.	1,164 915 1,320 1,344 721	79 115 49 37 199	

City	State	Effective Buying Income Per Capita—1942 Esti- mate	Rank in Group	
Long Beach Los Angeles Louisville Lowell Lynn	Cal. Cal. Ky. Mass. Mass.	\$2,071 1,515 1,148 1,250 1,134	1 20 74 51 75	
Memphis	Tenn. Fla. Wis. Minn. Ala.	1,021 1,022 1,473 1,338 911	100 99 23 39 116	
Nashville Newark New Bedford New Haven New Orleans	Tenn. N. J. Mass. Conn. La.	1,219 1,635 1,046 1,555 1,122	57 13 91 17 76	
New York Norfolk Oakland Oklahoma City Omaha	N. Y. Va. Cal. Okla. Neb.	1,248 760 1,596 967 1,314	52 120 14 103 43	
PasadenaPassaicPatersonPawtucketPeoria	Cal. N. J. N. J. R. I. III.	1,728 1,385 1,364 1,232 1,301	9 31 34 54 44	
Philadelphia Phoenix Pittsburgh Portland Portland	Pa. Ariz. Pa. Me. Orz.	1,030 1,096 1,201 1,749 1,713	94 82 61 8 10	
Providence	Pa. Va. N. Y.	1,460 1,020 1,344 1,175 1,116	24 101 37 68 79	
Rock Island-Moline Sacramento St. Louis St. Paul San Antonio	Cal. Mo. Minn.	937 1,754 1,266 1,219 938	114 7 48 57 113	
San Diego San Francisco Salt Lake City Schenectady Scranton	Cal. Utah N. Y.	1,540 1,809 881 1,153 1,030	18 5 118 73 94	
SeattleShreveportSouth BendSpokaneSpokaneSpringfield	La. Ind. Wash.	1.910 1,278 1,120 1,855 1,401	2 47 77 3 28	
Syracuse	N. Y. Wash. Fla. Ohio	1,170 1,686 1,000 1,353 1,207	71 11 102 36 60	
Troy	N. Y. Okla. N. Y. D. C.	1,074 1,096 1,050 1,445 1,591	-87 82 90 26 15	
Wichita	Kans. Pa. Del. N. C.	1,180 1,196 1,293 1,213 1,186	67 62 46 59 66	
Yonkers		1,089 1,095	86 84	

LONG BEACH, CALIFORNIA



Value of Manufactured Products—1942

(in thousands of dollars for leading cities on which information is available)

City	Volume Estimate	Ratio 1942 to 1937	Rank 1942	City	Volume Estimate	1942 to	Rank 1942
Akron, Ohio	\$494,334	147	16	Milwaukee, Wis	\$753,631	151	10
Albany, N. Y	51,745	129	99	Minneapolis, Minn	340,416	130	24
Allentown, Pa	108,715	N.A.	70	Mobile, Ala	54,390	N.A.	97
Altanta, Ga	292,087	192	29	Nashville, Tenn	135,211	162	59
Atlantic City, N. J	6,435	129	112	Newark, N. J	664,045	158	11
Baltimore, Md	1,102,460	157	8	New Bedford, Mass	100,390	128	76
Binghamton, N. Y	63,350	141	91	New Haven, Cohn	152,225	144	56
lirmingham, Ale	173,762	174	51	New Orleans, La	193,298	153	46
oston, Mass	561,700	133	14	New York, N. Y	5,511,375	140	1
Bridgeport, Conn	270,660	151	34	Norfolk, Va	94,332	161	80
Buffalo, N. Y	841,095	133	9	Oakland, Calif	357,472	185	22
Camden, N. J	290,690	194	31	Oklahoma City, Okla	52,432	N.A	98
Canton, Ohio	206,887	152	44	Omaha, Neb	294,595	147	28
Charlotte, N. C	70,336	N.A.	87	Pasadena, Calif	8,900	N.A.	111
Chattanooga, Tenn	131,645	152	61	Passaic, N. J	174,726	179	50
Chicago, III	4,620,450	144	2	Paterson, N. J	178,750	190	49
Cincinnati, Ohio	594,457	144	12	Pawtucket, R. I	122,360	106	65
Cleveland, Ohio	1,378,707	145	5	Peoria, III	126,454	145	63
Columbus, Ohio	240,880	143	37	Philadelphia, Pa	2,221,704	144	4
Dallas, Texas	202,900	143	45	Phoenix, Ariz	15,552	N.A.	110
Davenport, Iowa	44,813	128	104	Pittsburgh, Pa	589,722	147	13
Dayton, Ohio	290,154	N.A.	33	Portland, Oregon	225,621	183	40
Denver, Colo	164,664	142	52	Providence, R. I	330,708	165	26
Des Moines, Iowa	100,904	151	75	Reading, Pa	90,750	111	81
Detroit, Mich	3,013,648	144	3	Richmond, Va	513,940	153	15
Duluth, Minn	58,196	127	94	Rochester, N. Y	452,184	151	19
Elizabeth, N. J	135,200	149	60	Rockford, III	124,830	151	64
El Paso, Texas	61,050	N.A.	93	Rock Island-Moline, III	121,711	157	66
Erie, Pa Evansville, Ind	152,988 240,560	N.A. 127	55 38	Sacramento, Calif	46,004	128 152	103
Fall River, Mass	101,495	143	74	St. Paul, Minn	214,177	137	41
Fort Wayne, Ind	97,750	N.A.	77	San Antonio, Texas	68,750	160	89
Fort Worth, Texas	163,542	144	53	San Diego, Calif	102,500	241	75
Grand Rapids, Mich	142,250	139 N.A.	58 57	San Francisco, Calif	494,100 79,440	149 N.A.	85
U-11 D				Scranton, Pa	51,482	130	100
Harrisburg, Pa	47,868 191,744	124 176	102 47	Seattle, Wash	350,651	230	23
Houston, Texas	231,756	159	39	Shreveport, La	41,505	N.A.	105
Huntington, W. Va	34,995	N.A.	107	South Bend, Ind	212,225	160	43
Indianapolis, Ind	440,287	155	20	Spokane, Wash		179	86
Jacksonville, Fla	81,170	188	84	Springfield, Mass	128,200	137	61
Jersey City, N. J.		N.A.	21	Syracuse, N. Y		144	54
Johnstown, Pa	95,983	N.A.	79	Tacoma, Wash	241,160	202	36
Kansas City, Kansas		N.A.	32	Tampa, Fla	68,217	183	90
Kansas City, Mo		N.A.	27	Toledo, Ohio	334,672	136	2
Knoxville, Tenn	83,662	139	83	Trenton, N. J.		146	61
Lancaster, Pa		N.A.	95	Troy, N. Y	55,390	138	90
Little Rock, Ark		161	108	Tulsa, Okla		160	100
Long Beach, Calif		N.A	78	Utica, N. Y	62,554	113	9
Los Angeles, Calif	1,160,745	156	7	Washington, D. C	109,620	147	6
Louisville, Ky	460,950	157	18	Waterbury, Conn	183,270	152	4
Lowell, Mass.		140	82	Wichita, Kansas	105,175	199	7
Lynn, Mass	102,820	121	72	Wilkes-Barre, Pa		114	10
Memphis, Tenn		141	42	Wilmington, Del		161	6
Miami, Fla		158	109	Worcester, Mass		142	3
	Į.	I	1 3	Yonkers, N. Y	69,650	135	8
N.A.—Not available.				Youngstown, Ohio		130	3



15 The Connecting Link

If it's mighty tough for you to get together with your customer, client, patient, prospect or party of the second part, why not try ink on paper? Your printer will show you how to reach a great number of people in a very short time at a small expense. A postage stamp will carry your message direct to the recipient without any delays, restrictions or priority numbers. It's as simple as that, and while you are discussing the problem with your printer, ask him how you can fit into one of the Government's sixty-eight victory projects. He has the answer!

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A Girl has to call a



SPADE A SPADE nowadays!

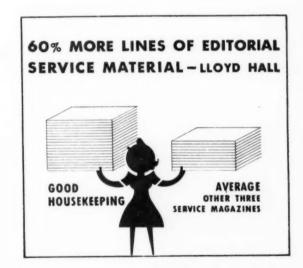
Getting down to earth is a pretty essential thing these times . . . whether it's a foxhole in Guadalcanal or a trench in our own backyards. And since women all over America have temporarily traded their can-openers for hand-trowels . . . Digging-in-for-Victory is the password from coast to coast.

It's a somewhat new experience for millions of home-makers, especially since gardeners have gone to making guns, and husbands are leaving for fighting fronts all over the world. And, of course, that's why women are turning more than ever to the wise counsel they find in the pages of Good Housekeeping . . . the magazine that has faithfully called a spade a spade, a yard a yard, a spoonful a spoonful . . . for fifty-eight years!

In peacetime and wartime ... the women of today, like their mothers and their grandmothers ... have trusted Good Housekeeping as the magazine that actually does scientific spade-work ... the medium that prefers to dig-down and dig-up an *answer* to a problem ... rather than romanticize or theorize about it,

It's a pretty comforting thing in these times (when nobody can afford hit-or-miss housekeeping) for a woman to be able to depend on the reliable work done in the technical laboratories of the Good Housekeeping Bureau and Institute. Not only to rely on its findings, but to look for, ask for, and buy consistently by that dependable sign, the Good Housekeeping Guaranty Seal.

No wonder wise manufacturers today are using the pages of this great fact finding, down-to-earth magazine as often as space will possibly permit.







Housekeeping

More Service Material • More Keenly Read • More Readers per copy ... Than any other service magazine

MAY 10, 1943

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INCOME TAX RETURNS PER 1,000 PEOPLE-1940

(1940 individual Returns applied against 1940 population).



INCOME TAX COLLECTIONS PER CAPITA-1942

(Receipts during Government's 1942 fiscal year from Individuals applied against 1942 Population Estimates)





Source: Bureau of Internal Revenue

For the Dollars:

• • • right into the homes and lives—and spending-of a very substantial segment of the vast millions of war worker families.

Almost half of FAWCETT WOMEN'S GROUP soaring circulation gains since 1939 have gone into the 33 major United States industrial areas which received some 41 billion dollars in prime war contracts -nearly 56% of the total-placed through June, 1942.

FAWCETT WOMEN'S GROUP is the absolute standout among women's major mass market media-largest in circulation, highest percent of newsstand sales, biggest lineage and revenue gains, topped all Women's Groups in amount of lineage carried in 1942 - and has lowest advertising cost per thousand circulation in the entire women's field.



MOTION PICTURE . .

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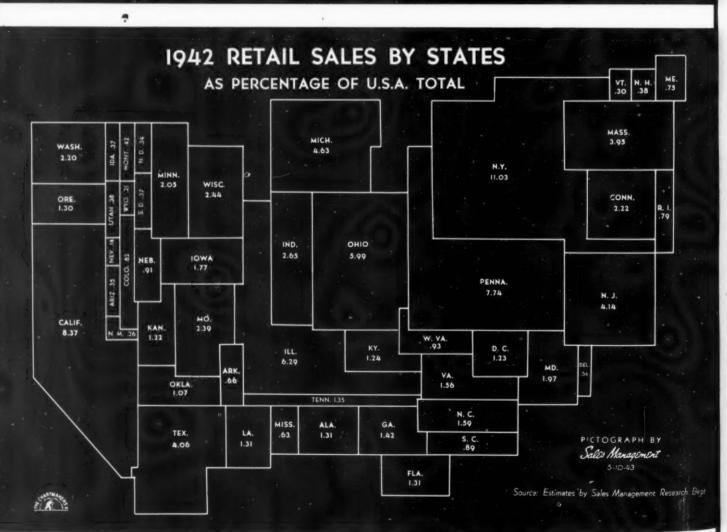
MAY 10, 1943

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1942 RETAIL SALES PER CAPITA

Sourca: Estimates by Sales Management Research Dept.





Population—By Race and Nativity— Largest Cities

These percentages are taken from the 1940 census. While there have been terrific shifts in population since then, it is probable that the "complexion" of each city is not materially different today.

	PERCENT OF TOTAL		OTAL		PERCENT OF TOTAL		
City	Native born Wegro White		Negro	City	Native White	Foreign- born White	Negro
Akron, Ohio	84.6	10.4	5.0	New Bedford, Mass	69.2	26.8	3.9
Albany, N. Y	86.1	11.6	2.2			1	
Atlanta, Ga	64.0	1.4	34.6	New Haven, Conn	75.9	20.2	3.9
Baltimore, Md	73.5	7.1	19.3	New Orleans, La	66.7	3.0	30.1
Birmingham, Ala	57.6	1.7	40.7	New York, N. Y	65.7	27.9	6.1
, , , , , , , , , , , , , , , , , , , ,	31.0		40.7	Bronx Borough	65.2	33.0	1.7
Boston, Mass	73.2	23.5	3.1	Brooklyn Borough	67.5	28.4	4.0
Bridgeport, Conn	74.7	22.7	2.6				
Buffalo, N. Y	80.9	15.9	3.1	Manhattan Borough	54.9	28.6	15.8
Cambridge, Mass	73.3	22.1	4.4	Queens Borough	76.6	21.3	2.0
Camden, N. J	76.6	12.8	10.6	Richmond Borough	77.8	20.1	1.9
				Norfolk, Va	65.5	2.5	31.8
Canton, Ohio	86.0	10.2	3.7	Oakland, Calif	81.2	14.1	2.8
Charlotte, N. C	68.0	0.9	31.1	Oldshama Cit. Old	00.0		
Chattanooga, Tenn	70.7	0.9	28.4	Oklahoma City, Okla	89.0	1.4	9.5
Chicago, III	71.9	19.8	8.2	Omaha, Neb	84.6	10.0	5.4
Cincinnati, Ohio	82.1	5.7	12.2	Paterson, N. J	72.5	24.4	3.1
				Peoria, III.	92.1	5.2	2.
Cleveland, Ohio	69.9	20.4	9.6	Philadelphia, Pa	71.9	15.0	13.0
Columbus, Ohio	84.4	3.9	11.7	District D	70.4		0
Dallas, Texas	80.4	2.5	17.1	Pittsburgh, Pa	78.1	12.6	9.3
Dayton, Ohio	85.9	4.4	9.6	Portland, Ore	85.5	12.6	0.0
Denver, Colo	89.7	7.7	2.4	Providence, R. I	77.2	20.2	2.
				Reading, Pa	91.2	7.1	1.
Des Moines, Iowa		4.7	4.0	Richmond, Va	66.5	1.8	31.
Detroit, Mich		19.8	9.2	Dachastas N. V	80.5	18.5	
Duluth, Minn		19.1	0.3	Rochester, N. Y	1	11.5	1,
Elizabeth, N. J	74.9	20.6	4.5	Sacramento, Calif		7.3	1.4
Erie, Pa	87.2	11.6	1.2	St. Louis, Mo		1	13.
F 11 Pr 14				St. Paul, Minn		11.7	1.
Fall River, Mass		21.3	0.3	Salt Lake City, Utah	90.3	8.9	0.
Flint, Mich		10.5	4.4	San Antonio, Texas	81.1	11.0	7.
Fort Wayne, Ind	1	3.7	2.1			9.6	
Fort Worth, Texas		2.0	14.2	San Diego, Calif		20.5	
Gary, Ind	66.2	15.5	18.3	San Francisco, Calif			0.
Good Boolds Mich	04.0	10.4	4.4	Scranton, Pa		13.1	0.
Grand Rapids, Mich	1	12.4	1.6	Seattle, Wash	80.0	16.2	1.
Hartford, Conn		22.0	4.3	Somerville, Mass	76.4	23.3	0.
Houston, Texas		4.0	22.4	South Bend, Ind		10.7	3.
Indianapolis, Ind		2.7	13.2	Spokane, Wash	88.6	10.5	0.
Jacksonville, Fla	62.0	2.3	35.7	Springfield, Mass		17.9	
Jersey City, N. J	77.8	17.7	4.5				2.
Kansas City, Kans				Syracuse, N. Y	85.5	13.4	1.
**	1	5.4	17.3	Tacoma, Wash	83.9	14.5	0.
Kansas City, Mo	1	4.8	10.4	Tampa, Fla		10.2	1
Knoxville, Tenn		0.7	14.4				21.
Long Beach, Calif	91.4	7.6	0.4	Toledo, Ohio		8.8	5.
Los Angeles, Calif	79.2	14.3	4.2	Trenton, N. J		17.5	7.
Louisville, Ky		1.9	14.8	Tulsa, Okla	87.4	1.5	10.
Lowell, Mass				Illian N. V	00.0	47.2	
		19.2	0.1	Utica, N. Y		17.3	0.
Memphis, Tenn	4	1.5	41.5	Washington, D. C		5.1	28.
Miami, Fla	71.3	7.3	21.4	Wichita, Kans		1.9	4.
Milwaukee, Wis	. 84.2	14.3	1.5	Wilmington, Del			12
Minneapolis, Minn		1	0.9	Worcester, Mass	. 78.6	20.6	0.
Nashville, Tenn				Vanken N V	77.0	00.4	
Newark, N. J		0.9	28.3	Yonkers, N. Y	1		2
INEWalk, IN. J	. 68.2	21.0	10.6	Youngstown, Ohio	. 75.4	15.9	8

Population and Ranking of the 200 Largest Cities (Estimates made for Sales Management by Chambers of Commerce)

City	(In Thousands)	Rank	City	Population—August 1942 (In Thousands)	Rank
ron, Ohio	275.0	38	Medford, Mass	63.1	176
entown, Pa	130 6 102.0	71 101	Memphis, Tenn	311.0 192.1	32 53
oona, Pa	76.0	136	Milwaukee, Wis	602.0	14
arillo, Texas	75.0 316.5	138 30	Minneapolis, Minn.	510.0 125.0	16 74
lanta, Ga. lantic City, N. J.	60.6	184	Mobile, Ala. Mt. Vernon, N. Y.	67.4	160
igusta, Ga	73.5	142	Nashville, Tenn.	176.8	56
ıstin, Texas	108.1 944.9	91 6	Newark, N. J. New Bedford, Mass.	436.6 113.6	19 86
yonne, N. J.	79.2	131	New Britain, Conn	80.0	124
erkeley, Cal.	76.8 - 100.0	134 104	New Orleans La	174.2 524.9	57 15
ethiehem, Pa.	63.0	177	New Orleans, La New Rochelle, N. Y	58.5	193
rthlehem, Pa. nghamton, N. Y.	80.0	124	New York, N. Y. Newport News, Va.	6,992 7	. 1
rmingham, Alabston, Mass.	296.0 822.2	34	Newton, Mass.	66.5 71.0	165 149
idgeport, Conn.	177.1	55	Newton, Mass. Niagara Falls, N. Y.	92.0	109
rockton, Massuffalo, N. Y	62.3 605.0	179 13	Norfolk, Va Oakland, Cal	262 5 354 8	40 25
mbridge, Mass	110.9	89	Oak Park, III.	66.0	168
unden, N. J	125.0 120.0	74 80	Ogden, Utah Oklahoma City, Okla.	67.0 215.0	162 46
edar Rapids, !owa	65.8	167	Omaha, Neb.	233.0	44
narieston, S. C.	85.0	115	Pasadena, Cal.	86.7	112
harleston, W. Vaharlotte, N. C.	71.9 104.9	147 97	Passaic, N. J	62.5 143.8	178 65
hattanooga, Tenn	140.0	66	Pawtucket, H. I.	77.0	133
hester, Pa. hicago, !ll.	80.0	124	Peoria, III Philadelphia, Pa	105.1 2,124.5	95 3
		173	Phoenix, Ariz	72.0	143
icero, IIIincinnati, Ohio	460.0	17	Pittsburgh, Pa Pontiac, Mich	671.7	12
leveland, Ohioolumbia, S. C.	900.0 65.0	7 168	Portland, Maine	66.6 106.0	164 93
olumbus. Ga.	60 0	185	Portland Oregon	375 0	23 124
olumbus, Ohio orpus Christi, Texas	315.0 86.0	31 113	Portsmouth, Va. Providence, R. I.	80.0 253.5	124 41
ovington, Ky	65.0	168	Pueblo, Colo	39.7	190
alias, Texas avenport, !owa	359.3 72.0	24 143	Quincy, Mass	79.8 67.2	129 161
avton. Ohio	240 0	43	Raleigh, N. C.	55.2	200
Dearborn, Mich	63.6	175 174	Reading, PaRichmond, Va	113.2 215.1	87 45
lecatur, III.		27	Hospoke Va	70.0	152
les Moines, Iowa	168.5	58	Hochester, N. Y.	330 2	28
Detroit, Mich	1,750.0	102	Rockford, III. Rock Island-Moline, III.	93.0 88.5	108 111
Durham, N. C.	70.0	152	Sacramento, Cal.	111.0	88
ourham, N. C. ast Orange, N. J. ast St. Louis, III.	70.0 80.0	152 124	Saginaw, Mich. St. Joseph, Mo.	85.0 75.0	115 138
lizabeth, N. J		81	St. Louis, Mo.	851.0	8
Imira, N. Y	56.0	198	St. Paul, Minn.	295.8	35
I Paso, Texas	107.5 125.0	92 74	St. Petersburg, Fla.	70.8 180.0	150 54
rie, Pa. Evanston, III.	68.6	159	Salt Lake City, Utah San Antonio, Texas	295.0	36
vansville, Ind	100 0	104 83	San Diego, Cal. San Francisco, Cal.	330.0 714.8	29 11
all River, Mass	151.5	64	San Jose, Cal.	70.4	151
ort Wayne, Ind.	125.0	74 50	San Jose, Cal. Santa Monica, Cal. Savannah, Ga.	60.0 101.0	185 103
resno, Cal		172	Schenectady, N. Y.	100.0	104
Salveston, Texas	75.0	138	Scranton, Pa.	139.4	68
iary, Ind	122.5 89.6	78 110	Seattle, Wash Shreveport, La	450.0 115.0	18 84
Grand Rapids, Mich	164.3	62	- Sioux City, Iowa	81.0	122
reensboro, N. C		183 134	Somerville, Mass	102.2 110.3	100 90
fammond, Indfarrisburg, Pa	85.9	114	Spokane, Wash	135.0	69
lartford, Conn. lempstead Twsp., N. Y	200.0 275.0	51 38	Springfield, III	85.0	115 60
oboken, N. J.	59.0	192	Springfield, Mo	64.9	171
lolyoke, Mass.		194	Springfield, Ohio	76.0	136
Ionolulu, Hawaii	215.0 424.6	46 21	Stamford, Conn	62.0 70.0	180 152
ouston, Texasuntington, W. Va	82.1	120	Stockton, Cal	210.0	48
ndianapolis, !nd	. 415.0	22 199	Lacoma, Wash.	131.0	70 79
rvington, N. J	73.7	141	Tampa, Fla. Terre Haute, Ind.	71.4	148
acksonville, Flaorsey City, N. J	247.5	42 33	Toledo, Ohio Topeka, Kansas	290.3	37 152
ohnstown, Pa.		163	Trenton, N. J.		73
Cansas City, Kans	129.5	72	Troy, N. Y.	72.0	143
(ansas City, Mo		20 85	Tulsa, Okla. Union City, N. J.	155.0 56.2	63 197
akewood, Ohio	. 70.0	152	Upper Darby, Pa	. 56.9	196
ancaster, Pa.	61.3	181 119	Utica, N. Y	104.0	98 185
ansing, Mich. awrence, Mass.	80.6	123	Waco, Texas Washington, D. C.	821.2	10
incoln, Neb. ittle Rock, Ark.	85.0 99.6	115 107	Waterbury, Conn	. 106.0	93 182
os Angeles, Cal.	1,677.8	5	Wheeling, W. Va	65. u	168
ong Beach, Cal	. 205.0	49	Wichita, Kansas	. 165.9	60
ouisville, Ky	. 348.3	26 98	Wichita Falls, Texas	60.0 81.5	185 121
ynn, Mass.		96	Wilmington, Del.	116.0	82
ynn, Mass. VicKeesport, Pa.	60.0	185	Wilmington, Del. Winston-Salem, N. C.	79.8	129 52
	70.0	152	Worcester, Mass	. 197.5	66
Vacon, Ga. Vadison, Wis. Valden, Mass. Vanchester, N. H.	72 0	143	Yonkers, N. Y	140.0	190

Night Express to Moscow

"N MY JOB you naturally pick up a fair amount of information about places in this country.

"But not long after the war started I found out there was plenty I didn't know about *foreign* countries. Anyone sure could have stumped me by asking for a round trip to Narvik or Orel or Bizerte ... I'd never even heard of them.

"In fact, I've practically had to learn my geography all over again . . . and thanks to LIFE for making the job easier. I don't mean just maps and names of places. It's more than that. In LIFE I've really come to know the people that live on the maps, and when you understand the people, it's easier to understand what this big war is all about.

"And LIFE doesn't just hit here and there. It takes you all over the world and shows you all kinds of people, from Chinese to English to Nazis.

Nothing has brought me as close to Russia as LIFF. Reading that special Russian issue was like taking a train to Moscow and the other big Russian cities. It took me into the factories and out to the farms, showed me the Russian people and what they are fighting for. And I was amazed to see how the size of Russia dwarfs even our big country.

"Add up all of LIFE's foreign information and its reports on the things that happen here and I

guess you've got the reason why all of us—my wife, three kids and I—just swear by LIFE."

Keeping up to date

TODAY approximately 23,000,000 civilians and men and women in the armed forces buy or borrow their way into an interested reading of each issue of LIFE.

This fact outweighs any individual comment. But the editors are keenly interested in reader opinions like the above. Readers frequently cite LIFE's lucid presentation of modern geography as their biggest reason for liking the magazine; many others praise its practical domestic subjects that help regulate wartime lives.

On all topics, from the frills of Hollywood to modern art or logistics, readers seem to find LIFE the most pleasing and comprehensive means of keeping up to date with the world.



Eyes for the Minds of America

1942 Effective Buying Income—Total Dollars—for Cities with City-Zone Populations Over 100,000

Here, listed according to rank, are the 123 cities which in 1942 had the largest dollar totals of Effective Buying Income, according to exclusive estimates by SALES MANAGEMENT'S research department.

This listing is confined to counties containing cities whose city-zone (newspaper-carrier limit) population exceeded 100,000 in the 1940 Census.

City	State	1942—Effective Buying Income Esti- mate in Thousands	Rank in Group
Akron	Ohio	\$372,650	33
	N. Y.	138,846	84
	Pa.	105,840	102
	Ga.	315,348	41
	N. J.	106,534	101
Baltimore	Md.	1,423,662	6
	N. Y.	79,987	115
	Ala.	263,297	48
	Mass.	1,067,912	11
	Conn.	253,260	49
Buffalo	N. Y.	602,083	20
	N. J.	157,180	72
	Ohio	140,976	82
	N. C.	145,684	79
	Tenn.	152,628	73
Chicago	III. Ohio Ohio Ohio Texas	4,411,000 720,631 1,311,317 389,272 89,643	15 7 31 110
Dallas	Texas	401,795	27
	Iowa	86,028	112
	Ohio	284,900	44
	Colo.	322,936	38
	Iowa	230,763	54
Detroit. Duluth. Elizabeth. El Paso. Erie.	Mich. Minn. N. J. Texas Pa.	2,330,793 99,840 145,011 92,905 128,128	105 80 109 87
Evansville	Ind.	139,912	83
	Mass.	109,480	99
	Mich.	166,690	70
	Ind.	184,526	65
	Texas	278,114	45
Gary	Ind.	125,419	88
	Mich.	192,344	63
	Ind.	75,281	119
	Pa.	113,927	96
	Conn.	336,384	37
Hempstead Twsp Hoboken Honolulu Houston Huntington	N. Y.	336,744	36
	N. J.	70,167	121
	Hawaii	393,795	29
	Texas	466,837	25
	W. Va.	78,600	117
Indianapolis	Ind.	638,968	19
	Fla.	183,465	67
	N. J.	318,019	39
	Pa.	68,295	122
	Kans.	124,465	89
Kansas City	Mo.	501,760	24
	Tenn.	105,128	103
	Pa.	80,892	114
	Mich.	110,754	98
	Ark.	71,772	120
Long Beach	Cal.	424,456	26
	Cal.	2,541,805	3
	Ky.	399,967	28

City	State	1942—Effective Buying Income Esti- mate in Thousands	Rank in Group	
Lowell	Mass.	129,996	86	
	Mass.	119,112	92	
Memphis	Tenn.	317,387	40	
	Fla.	196,250	59	
	Wis.	886,896	12	
	Minn.	682,300	17	
	Ala.	113,884	97	
Nashville	Tenn.	215,450	56	
	N. J.	713,980	16	
	Mass.	118,784	93	
	Conn.	270,875	47	
	La.	588,840	21	
New York Norfolk Oakland Oklahoma City Omaha	N. Y. Va. Cal. Okla. Neb.	8,729,607 199,386 566,400 207,934 306,096	58 22 57 42	
PasadenaPassaicPatersonPatersonPawtucketPawtucketPawtucketPawtucket.	Cal.	149,853	77	
	N. J.	86,548	111	
	N. J.	196,200	60	
	R. I.	94,861	108	
	III.	136,773	85	
PhiladelphiaPhoenix. PittsburghPortlandPortland	Pa.	2,189,160	5	
	Ariz.	78,888	116	
	Pa.	807,012	14	
	Maine	185,368	64	
	Ore.	642,200	18	
Providence	R. I.	370,110	34	
	Pa.	115,420	94	
	Va.	289,150	43	
	N. Y.	387,957	32	
	III.	103,759	104	
Rock Island-Moline	III.	82,973	113	
Sacramento	Cal.	194,733	61	
St. Louis	Mo.	1,077,148	10	
St. Paul	Minn.	360,654	35	
San Antonio	Texas	276,660	46	
San DiegoSan FranciscoSalt Lake CitySan AntonioSan AntonioSchenectady	Cal.	508,346	23	
	Cal.	1,293,383	8	
	Utah	158,630	71	
	Texas	276,660	46	
	N. Y.	115,250	95	
ScrantonSeattleShreveportSouth BendShokaneSpokaneSouth BendSpokane.	La. Ind.	143,592 859,506 147,000 123,547 250,434	81 13 78 90 50	
SpringfieldSyracuseTacomaTampaToledo	N. Y. Wash. Fla.	231,183 245,616 220,890 121,941 392,740	53 51 55 91 30	
TrentonTroyTulsaUticaWashington	N. Y. Okla. N. Y.	152,100 77,352 169,850 109,250 1,186,750	75 118 68 100	
Waterbury	Conn. Kans. Pa. Del.	168,610 194,656 97,464 149,956 96,813	69 62 106 76 107	
Worcester	Mass. N. Y.	234,169 152,503 184,041	52 74 66	
% of U.S. A		\$54,954,984 48.177		

Has Her Points

... BUT MEMORY ISN'T ONE OF THEM!

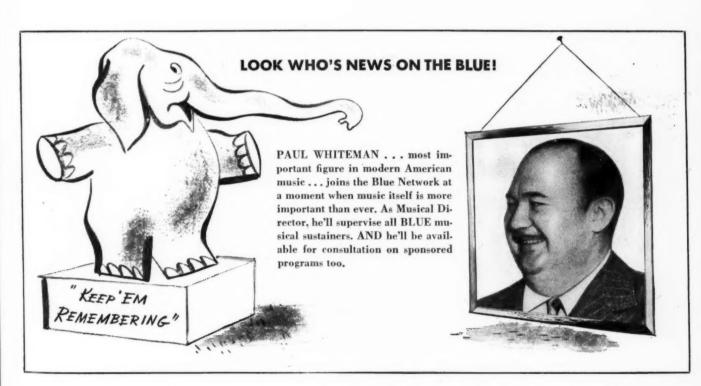
Amnesia (that consummate consumer) always was a gifted forgetter. And now the complexities of point rationing threaten to stamp out what little memory she had.

So, when war removes somebody's baked beans from the store shelf...well, it's natural enough if those beans become "the forgotten brand."

And Amnesia has no monopoly on disremembering. There are 130,000,000 men, women and children who are similarly gifted. Why,

even the storekeepers are apt to forget an absentee product...unless the manufacturer finds some way to "keep 'em remembering" until peace and his product return.

That's a job for wartime advertising. And especially for broadcasting. And most especially for the Blue Network. Because . . . whether you're reminding people to buy now or after the war . . . The Blue can carry your message into more homes per dollar than any other national medium.



The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE

Homes Needing Major Repairs or Plumbing

The count of homes needing major repairs or with no private bath comes from the Census of 1940

	URE	SAIN	RURAL N	UN-FARM	FAI	nim
Ŷ	Major Repairs	No Private Bath	Major Repairs	No Private Bath	Major Repairs	No Private Bati
	****	201 107	71,120	211,964	37.254	92,857
EW ENGLAND	148,749	261,107				
Maine	13,565	28,645	26,458	71,087	16,127	36,393
New Hampshire	7,635	17,389	7,222	29,215	3,639	12,289
Verment	3,998	4,549	8,584	19,458	8,842	18,165
Massachusetts	86,624	137,133	13.912	47.457	4,159	12,028
	12,237	36,519	2,206	8,526	504	1,721
Rhode Island	24,690	36,772	12,728	36,211	3,983	12,266
IIDDLE ATLANTIC	516,350	835,150	231,419	615,516	118,674	323,646
New York	213,259	328,107	68,776	188,500	50,660	139,045
New Jersey	99,681	120,849	28,206	70,436	8,008	18,933
Pennsylvania	203,410	386,194	134,437	356,580	80,008	165,668
						1 010 000
AST NORTH CENTRAL	526,403	1,035,939	280,415	907,196	327,809	1,013,690
Ohio	151,234	261,387	72,052	221,522	70,069	226,442
Indiana	73,440	171,592	41,145	152.880	52,269	189,497
Illinois	179,711	343,469	80,723	214,368	75,752	218,348
Michigan	82,031	155,565	53,724	190,781	65,748	193,449
Wisconsin.	39,987	103,928	32,771	127,695	63,971	185,954
VEST NORTH CENTRAL	208,768	533,474	196,617	566,669	381.527	1,096,664
Minnosota	37,068	98,819	27,186	105,405	55,878	195,113
lowa	43,289	104,049	36,612	101,219	55,959	195,673
Missouri	58,891	183,007	48,121	148,282	108,548	286,613
North Dakota	4,723	12,722	14,688	38,457	32,816	73,468
South Daketa	4,677	16,302	12,012	36,733	27,607	74,607
Nebraska	13,348	41,492	21,070	53,891	38,432	119,130
Kansas	44,472	77,083	36,976	82,782	62,287	152,060
		*******	000 000	832,643	404 400	1014 874
SOUTH ATLANTIC	256,441	645,571	282,322		461,480	1,214,574
Delaware	3,984	8,771	2,865	10,268	2,963	9,867
Maryland	27,199	69,234	21,353	67,225	15,491	44,183
Dist. of Col.	4,655	30,603				
				128,034	69,053	196,002
Virginia	36,181	86,749	40,459			
West Virginia	24,696	33,288	52,430	145,451	40,867	104,165
North Carolina	49,498	112,162	55,723	161,650	131,778	317,164
South Carolina	18,222	66,398	24,690	93,771	55,520	182,843
Georgia	54,857	148,994	41,081	128,389	116,993	295,433
Florida	37,149	89,432	43,461	102,855	28,815	64,917
FACT COUTLY OFFITAL	199.410	417.000	170.000	462 222	400 516	1 140 266
EAST SOUTH CENTRAL	178,416	417,208	179,066	463,233	480,516	1,149,355
Kentucky	39,311	92,747	53,315	142,787	109,368	272,320
Tennessee	54,511	137,727	44,946	118,264	112,884	277,819
Alabama	57,428	117,776	51,024	127,992	138,461	289,907
Mississippi	27,168	68,958	29,781	74,190	119,825	309,309
WEST SOUTH CENTRAL	287,818	559,401	212,178	550,247	495,794	1,172,034
Arkansas	30,263	58,960	41,296	94,199	121,767	240,144
Louisiana	33,353	104,471	27,652	104,612	72,073	188,654
Oklahoma.	45,738	91,171	51,293	105,015	113,325	212,660
Texas	128,464	304,799	81,937	245,421	188,629	510,576
MOUNTAIN	85,825	152,329	89,140	249,379	93,144	259,306
Montana	12,724	21,196	12,016	38,156	14,905	48,015
Idahe	7,516	16,253	11,541	29,458	17,160	43,436
				15,923	7.000	19,365
Wyoming	4,927	8,212	6,026			
Colorado	34,638	51,031	24,076	62,392	26,328	64,464
New Mexico	7,466	20,703	12,077	38,472	13,618	40,363
		14,946	9,718	33.770	5,886	25,021
Arizona	5,409					
Utah	11,623	17,597 2,291	10,691	21,972 9,236	7,028 1,219	15,238 3,403
PACIFIC	141,602	235,653	94,360	253,650	82,336	206,791
Washington	24,332	57,610	25,120	74,065	25,151	66,658
Oregon	16,728	29,995	20,164	49,996	21,182	55,584
California	100,542	148,048	49,076	129,589	36,003	84,549
U.S.A.		4,675,832	1,636,847	4,650,497	2,478,534	6,528,917

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MAY 10, 1943

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1942 Retail Sales, SM's Estimate of Total Dollars—for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically, are SALES MANAGE-MENT'S exclusive estimates of retail sales for the year 1942. The listing is confined to the 123 cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1940 census. Excluded are about a dozen suburbs of larger cities.

City	State	1942 Retail Sales Esti- mate in Thousands	Rank in Group
Akron	Ohio N. Y Pa Ga	\$180,600 91,800 67,150 250,500 65,874	38 68 93 24 95
Baltimore	Md. N. Y. Ala. Mass. Conn.	612,600 52,300 175,494 645,000 111,700	9 111 39 7 57
Buffalo	N. Y. N. J. Ohio N. C. Tenn.	320,333 75,650 86,750 80,250 83,600	18 80 74 78 75
Chicago	III. Ohio Ohio Ohio Texas	2,050,000 380,000 625,000 235,600 47,449	2 14 8 25 115
Dallas	Texas Iowa Ohio Colo. Iowa	230,000 44,100 175,000 226,329 102,600	26 119 40 27 62
Detroit	Mich. Minn. N. J. Texas Pa.	1,085,000 57,600 66,458 46,150 73,500	104 94 116 82
Evansville	Ind. Mass. Mich. Ind. Texas	68,300 56,650 110,000 88,600 125,500	90 105 58 72 50
Gary	Ind. Pa.	62,150 122,500 44,749 72,150 185,500	98 53 117 84 37
Hempstead TwspHobokenHonoluluHoustonHoustonHuntington	N. J. Hawaii	172,525 28,197 222,248 260,600 44,550	41 122 28 23 118
Indianapolis	Fla. N. J. Pa.	285,000 88,350 130,184 51,800 54,300	22 73 48 112 108
Kansas City	Pa. Mich.	293,700 70,150 49,550 81,250 60,800	19 87 113 77 100
Long BeachLos AngelesLouisvilleLowellLynn	Cal. Cal. Ky. Mass.	130,750 995,000 209,500 52,950 53,385	46 5 32 110 109

City	State	1942 Retail Sales Esti- mate in 1 housands	Rank in Group
Memphis	Tenn. Fla. Wis. Minn. Ala.	\$206,400 133,500 415,650 335,400 69,206	33 45 13 17 88
Nashville Newark New Bedford New Haven New Orleans	Tenn. N. J. Mass. Conn. La.	109,600 355,100 54,700 123,550 215,600	59 16 107 52 29
New York	N. Y. Va. Cal. Okla. Neb.	3,717,667 103,750 292,500 120,497 141,750	1 60 20 55 43
PasadenaPassaicPatersonPawtucketPeoria.	N. J. N. J. R. I.	65,500 68,500 120,924 58,733 83,350	96 89 54 102 76
PhiladelphiaPhoenix. PittsburghPortlandPortland.	Ariz. Pa. Maine	1,155,000 71,500 495,300 90,250 290,400	3 85 10 71 21
Providence	Pa. Va. N. Y.	210,000 72,500 152,600 215,200 67,500	31 83 42 30 92
Rock Island-Moline Sacramento St. Louis St. Paul San Antonio	Cal. Mo. Minn.	48,051 97,850 495,000 202,500 128,700	114 64 11 34 49
San Diego	Cal. Utah N. Y.	195,500 475,000 102,700 56,100 77,600	36 12 61 106 79
Seattle	La. Ind. Wash.	375,000 61,400 68,100 96,500 125,500	15 99 91 65 50
Syracuse	. Wash. . Fla. . Ohio	137,850 101,250 73,650 200,450 92,500	44 63 81 35 67
Troy	Okla. . N. Y. . D. C.	41,500 90,347 60,650 695,328 71,200	120 70 101 6 86
Wichita. Wilkes-Barre. Wilmington. Winston-Salem. Worcester.	. Pa. . Del. . N. C.	95,500 58,070 91,500 40,000 130,500	66 103 69 121 47
YonkersYoungstown		63,500 115,650	97 56
% of U.S.A		\$26,985,348 47.846	

PROBLEM SOLVING

CURRENT - TRANSITIONAL - POSTWAR

Seventeen years of research experience with the problems and methods of business management has given Barrington Associates a comprehensive background to assist in the solution of problems in the fields of

GENERAL MANAGEMENT
SALES MANAGEMENT
PERSONNEL MANAGEMENT
INDUSTRIAL ENGINEERING
NEW PRODUCT RESEARCH
POSTWAR PLANNING

BARRINGTON ASSOCIATES, INC.

52 Vanderbilt Avenue New York, N. Y.

Number of Factories by Industry Groups

Number of manufacturing establishments with products valued at \$5,000 or more in 1939. The list is confined to industries having 2,000 or more factories.

	Food	Textile	Apparel	Lumber	Furniture	Printing	Chemicals	Leather	Stone, Clay	Iron, Steel	Non-ferrous Metals	Machine
EW ENGLAND	3,495	1,257	1,202	712	898	1,816	564	1,035	602	1,014	704	903
	317	69	18	240	108	127	33	82	40	36	5	27
Maine New Hampshire Vermont	120 157	85 22	15	134 119	83 77	78 56	15 13	112	24 170	24 16	7 7	36 26
Massachusetts	1,952 298	572 292	884 39	151	486 32	1,101	364	779 16	251 27	530 80	363 189	516 85
Rhode Island	651	217	236	16 52	112	341	51 88	38	90	328	153	213
HDDLE ATLANTIC	10,532	2,929	13,880	962	2,201	6,908	2,417	1,368	1,832	2,541	2,033	2,294
New York	5,299	1,182	11,137	365	1,389	4,548	1,191	950	745	1,192	1,330	1,094
New Jersey	1,665 3,568	1,123	1,405 1,338	114 483	254 558	722 1,638	606 620	168 250	306 781	403 946	343 360	412 788
AST NORTH CENTRAL	12,904	342	1,920	1,193	1,997	5,839	1,842	530	1,704	3,061	1,441	3,127
Ohio	2,709	84	384	251	445	1,409	572	108	602	946	416	902
Indiana	1,386 3,299	25 117	139 1,136	222 210	301 656	633 2,266	182 666	34 214	265 426	311 989	113 555	307 889
Michigan	1,798 3,712	50 66	153 108	242 268	378 217	908 623	289 153	45 129	240 171	546 269	217 140	668 361
EST NORTH CENTRAL	6,474	66	646	436	520	2,798	671	185	571	538	297	704
Minnesota	1,866	27	142	160	134	650	154	20	167	139	80	197
Missouri	1,323 1,458	7 29	51 408	48 162	69 221	516 849	108 289	16 137	92 182	97 238	43 130	143 240
So. Dakota	228 281			4 28	2 7	86 100	11	1	7	3	3 7	7
Nebraska Kansas	548 770	3	28 19	13 21	39 48	276 321	53 54	9 2	46 58	22 36	19 15	44 70
OUTH ATLANTIC	4,630	1,320	852	2,992	905	1,949	1,735	116	816	412	193	482
Delaware	150	23	28	27	16	39	29	14	23	19	5	12
Dist. of Columbia	964 149	52	458 10	97	133 13	333 223	167 15	27	138 19	117	83	87
Virginia	792 333	104	78 16	585 201	170 39	262 147	130 42	24 11	127 144	72 54	20 16	69
No. Carolina	654 293	695 205	53 23	777 348	231 64	273 108	163 160	16	115 49	39 15	9	104
GeorgiaFlorida	631 664	217 10	157 31	657 296	116 123	283 281	714 315	17	105 96	47 36	24 24	84 46
AST SOUTH CENTRAL	2,202	274	194	1,745	360	820	463	53	311	253	55	219
Kentucky	644	23	51	188	82	246	56	20	83	45	29	65
Tennessee Alabama Mississippi	741 425 392	128 103 20	94 26 23	326 733 498	156 81 41	267 179 128	131 183 93	30 2 1	108 88 32	93 105 10	15 9 2	77 46 31
WEST SOUTH CENTRAL	4,046	75	297	1,123	454	1,511	584	41	357	244	136	58
Arkansas	400 805	6 22	13 59	391 265	69 88	135 211	49 114	6	23 47	8 36	8 24	3 7
Louisiana Oklahoma Texas	749 2,092	1 46	14 211	69 398	46 251	299 866	75 346	33	59 228	49 151	25 79	13 34
MOUNTAIN	1,842	11	49	445	111	721	109	23	199	87	82	12
Montana	297		1	70	7	109	9	3	25	4	14	1
Idaho	281 130		1	121 53	18	78 54	2 4	2	. 20 11	4	5	1
Colorado	531 121	3	30 2	97 47	40	235 55	58 6	12	72	49 2	28 4	6
Arizona	166			24	17	63	13	3	19	7	7	
Nevada	265 51	8	14	27 6	17	98 29	15 2	2	. 37	18 2	20	1
PACIFIC	5,323	170	1,166	1,912	1,011	2,516	818	157	632	844	659	1,06
Washington	1,038	18	97	748	143	391	98	23	103	113	72	16
Oregen	665 3,620	20 132	1,029	729 435	780	256 1,869	671	112 112	478	57 674	45 542	80
U.S.A	51,448	6,444	20,206	11,520	8,457	24,878	9,203	3,508	7,024	8,994	5,600	9,50
	1		1	1						1	1	1

White Population by Nativity and Parentage-1940

(In thousands)

,	Native White of Native Parentage	Native White of Foreign or Mixed Parentage	Foreign Born White		Native White of Native Parentage	Mative White of Foreign or Mixed Parentage	Foreign Born White
NEW ENGLAND							
Maine	590.1	174.3	83.6	South Carolina	1,069.8	11.0	4.9
New Hampshire	285.6 257.6	139.0 81.8	68.3 31.7	Georgia	2,009.2	25.7	11.9
Massachusetts	1,869.2	1,559.2	848.8	Florida	1,211.6	111.1	69.9
Rhode Island	288.4 734.2	278.3 626.4	137.8 327.9				
				EAST SOUTH CENTRAL			
				Kentucky	2,560.4	60.7	15.6
MIDDLE ATLANTIC				Tennessee	2,375.8	29.8	11.3
N. V. I.	F 704 0	4 000 4	0.000 5	Alabama		26.1	11.9
New York		4,280.1 1,275.5	2,803.5 695.8	Mississippi	1,081.8	17.0	6.0
Pennsylvania		2,155.7	973.2				
				WEST SOUTH CENTRAL			
EAST NORTH CENTRAL				Arkansas	1,432.5	25.6	7.7
				Louisiana		83.7	27.3
Ohio		1,131.0	519.3	Oklahoma		78.0	20.3
Illinois		283.7 1,963.8	110.6 969.4	Texas	4,704.9	577.4	224.4
Michigan		1,327.3	683.0				
Wisconsin		910.4	288.8				
				MOUNTAIN			
				Montana	341.3	145.0	55.6
WEST NORTH CENTRAL				Idaho	417.3	79.6	24.1
Minnesota	1,575.1	908.8	294.9	Colorado	186.3 849.2	44.5 189.5	16.1
lowa	1,953.8	463.3	117.2	New Mexico	439.5	39.0	15.5
Missouri		365.2	114.1	Arizona	1	86.0	36.1
North Dakota		249.4	74.3	Utah		106.4	32.
South Dakota Nebraska		177.3 290.9	64.0 81.9	Nevada	. 72.4	22.1	10.
Kansas		212.2	51.4				
				PACIFIC			
SOUTH ATLANTIC				Washington	1,116.6	388.6	203.
	405.0		440	Oregon	804.8	193.6	87.
Delaware		31.1 183.8	14.8 61.7	California	4,251.1	1,536.1	870.
Dist. of Columbia		66.3	34.0				
Virginia		51.0	23.0				
West Virginia	1	89.4	41.8				
North Carolina		16.3	9.0	U.S.A	84,124.8	22,157.6	11,419

SOURCE: Bureau of the Census.

Summary of All Data by States and Sections

SECTIONS	POPULATION, 1942 (Estimated)			TENURE (TENURE OF HOMES, 1940			1942 ESTIMATE		EFFECTIVE BUYING INCOME 1942 ESTIMATE				SALES- ADVER- TISING CONTROLS		
STATES	Total (in thousands)	% of U.S.A.	Persons per per Family	% Urban	% Farm	Owner Occupied (in thousands)	Rented (in thousands)	Medi- an Rent \$	Dollars (in thousands)	% U.S.A.	Dollars (in thousands)	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U.S.A. Poten- tial	Quality of Market Index
NEW ENGLAND Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont	1,765.7 822.2 4,272.3 477.7 720.9 344.1	1.348 .628 3.262 .365 .550 .263	3.4 3.3 3.4 3.2 3.3 3.3	67.8 40.5 89.4 57.6 91.6 34.3	5.6 19.5 2.2 12.6 1.4 29.4	181.63 125.38 426.78 68.71 70.19 51.71	267 05 93 58 693 91 64 23 117 52 40 72	24.91 33.70 25.48 27.97	1,249,440 424,595 2,229,895 211,516 445,962 166,240	2.215 .753 3.954 .375 .791 .295	2,508,020 763,575 4,700,500 368,045 806,400 281,750	. 669	929 1,100 770	86,084 94,790 119,783 33,487 15,708 70,304	1.854 .669 4.129 .402 .671 .279	138 107 127 110 122 106
	8,402.9	6.416	3.3	80:1	5.6	924.41	1,277.01	26.80	4,727,648	8.383	9,428,290	8.265	1,122	420,156	8.004	128
MIDDLE ATLANTIC New Jersey New York Pennsylvania	12,875.9	3.227 9.830 7.418	3.4 3.2 3.5	81.8 82.8 66.5	3.2 5.3 9.1	433.88 1,111.39 1,154.95	666.38 2,550.73 1,360.58	34.51	2,335,951 6,221,745 4,362,657	4.142 11.031 7.735	4,905,800 14,800,050 9,051,600	12.975	1,149	165,888 555,741 415,735	13.180	
	26,818.7	20.475	3.3	77.7	6.0	2,700.22	4,577.69	33.00	12,920,353	22.908	28,757,450	25.211	1,072	1,137,362	24.399	121
SOUTH ATLANTIC Delaware District of Columbia Florida Georgia Maryland North Carolina South Carolina Virginia West Virginia	1,940.9 3,057.3 1,895.3 3,456.9 1,895.4 2,792.1	.210 627 1 482 2 334 1 447 2 639 1 448 2 132 1 417	3.3 3.1 3.6 3.4 4.0 3.8 3.1	52.3 100.0 55.1 34.4 59.3 27.3 24.5 35.3 28.1	17.1 15.9 43.7 13.3 46.4 48.1 36.7 27.9	33 .21 51 .54 226 .66 231 .69 220 .76 335 .06 133 .28 306 .69 194 .41	121.50 293.23 520.55 244.92 454.60 301.69 320.84	15.64 12.85 26.70 14.49	695,328 736,357 800,097 1,111,061 895,462 502,910 877,400	1.232 1.306 1.419 1.970 1.588 .892 1.556	313,355 1,186,750 1,330,355 1,441,200 2,251,500 1,753,410 871,670 1,782,370 1,020,405	1.040 1.166 1.263 1.974 1.537 .764 1.563	685 471 1,190 507 460 638	52,355 204,249 270,674 121,723 458,092 196,859 210,596 72,630	. 983 1.373	157 93 61 112 57 54
	17,991 . 3	13.736	3.4	36.0	35.8	1,733.70	2,545.06	17.20	6,330,068	11 . 224	11,951,015	10.477	664	1,587,178	10.418	76
EAST NORTH CENTRAL Illinois. Indiana Michigan. Ohio. Wisconsin.	3,478.9 5,538.9 6,930.5	6.085 2.656 4.229 5.291 2.399	3.2 3.1 3.3 3.2 3.4	73.6 55.1 65.7 66.8 53.5	12.3 23.7 16.4 15.5 27.8	882.87 510.64 773.76 948.35 450.21	450.86 622.26 949.44	23.61	1,496,672 2,609,254 3,379,077	2.654 4.626 5.991	3,014,400 5,400,400 7,158,750	2 643 4 734 6 278	975 1,033		4 . 452 5 . 948	97 105 112
W Calculated	27,065.1	20.680		63.5	18.5	3,565.83						-		3,197,232		
EAST SOUTH CENTRAL Alabansa Kentucky Mississippi Tennessee	2,750.9 2,129.6	2.206 2.102 1.626 2.228	3.5	30.2 29.8 19.8 35.2	47.3 44.2 64.1 43.6	226.48 335.35 178.12 315.18	363.19 356.84		697,060 355,508	1.236	642,200	1.079	448 302	281,673 324,325	1.190	57
	10,687.8	8.162	3.6	30.0	49.8	1,055.11	1,567.10	13.35	2,553,672	4.527	4,557,480	3.995	426	1,102,650	4.270	52
WEST NORTH CENTRAL Iowa Kansas Minnesuta Missouri Nebraska North Dakota South Dakota	1,718.5 2,676.2 3,734.5 1,243.0 593.0	2.042 2.851 .949 .453	3.1 3.4 3.1 3.2 3.7	42.7 41.9 49.8 51.8 39.1 20.6 24.6	36.1 33.6 32.4 29.6 37.7 51.0 47.7	361.48 280.49 402.31 472.95 169.97 75.71 74.38	250.61 326.04 595.69 190.78 76.33	27.98 22.20 21.68	690,134 1,153,804 1,350,150 515,197 192,711	2.046 2.394 .913 .342	1,278,720 2,147,100 2,733,750 911,760 325,755	1.121 1.882 2.397 .799	744 802 732 734 549	574,095 761,697 561,046 473,419 328,387	1.125 2.258 2.555 .901 .348	86 1111 90 95 76
	12,997.6	9.923	3.2	41.9	35.8	1,817.30	1,870.84	21.60	5,109,171	9.059	9,574,785	8.394	737	4,231,958	9.410	95
WEST SOUTH CENTRAL Arkansas Louisiana Okiahoma Texas	2,425.1 2,171.4	1.658	3.4	22.2 41.5 37.6 45.4	57.0 36.0 39.7 33.5	196.92 218.45 261.16 717.68	374.08 349.32		736,430 603,652	1.306	1,399,545 1,170,520	1.227	577 539	198,695 405,225	1.178	64 70
	13,001.0	9.926	3.4	38.4	39.8	1,394.21	1,983.02	14.00	3,998,198	7.089	7,616,725	6.677	585	1,955,078	7.16	72
MOUNTAIN Arizona. Colorado Idaho Montana. Nevada. New Mexico. Utah Wyoming.	1,089.4 477.0 521.6 128.2 520.8 553.7	.832 .364 .398 .098 .398 .423	3.0 3.3 3.0 2.7 3.5 3.6	34.8 52.8 33.7 37.8 39.3 33.2 55.5 37.3	22.8 22.4 38.1 31.4 14.2 33.3 17.1 29.0	62.84 146.46 82.06 83.13 15.36 74.16 85.23 33.76	169.58 59.68 76.83 17.94 55.33	20.76 22.77 26.06 16.96 23.33	459,817 6 211,080 7 236,293 77,640 8 148,960 7 214,053	7 .815 0 .374 8 .419 0 .136 8 .264 8 .380	806,245 342,160 421,005 126,670 241,875 360,815	.707 3 .300 5 .369 0 .111 5 .212 5 .316	740 717 807 988 2 464 6 652	235,456 187,746 175,866 20,516 92,670 85,617	.893 .383 .486 .130 .273 7 .379	3 107 3 105 0 121 5 139 6 69 9 90
	4,017.8	3.068	3.2	37.5	25.9	582.96	537.4	21.8	1,651,767	2.946	2,835,672	2.48	706	992,130	3.12	102
PACIFIC California Oregon Washington	1,064.6	813	2.8	71.0 48.8 53.1	9.2 23.5 19.3	928:86 187:04 306:17	150.4		731,17	1.29	1,263,210	1.10	1,186	199,63	1 1.06	131
	10,000.1			64.6	12.6	1,422.0	-	-		-	-	-	-		-	-
U. S. TOTAL	130,982.3 515.0	100.000		71.7	14.7	15,195.7		1	56,400,449 254,48		114,069,86 461,66	100.0	871		100.0	1

Hawaii-See special facts and figures on page 322.



PRESENTS ON THIS Da la Ce PAGE DATA ON 15 **MAJOR MARKETS**

AKRON, OHIO MARKET

ITS BUYING POWER

Effective Buying Income
Income Per Capita \$1,355-56 above U. S. average
Buying Power Index
Total Retail Sales in 1942, \$180,600,000-17% above 1941
Food Sales in 1942 45,551,000-70% above 1940
Drug Sales in 1942 6,375,000 -68% above 1940
Sales per Family:
Grocery \$248- 12% above U. S. average
Drug
Department
Apparel 99- 5% above U. S. average

ITS MEDIA

Akron Beacon Journal		
Coverage in City Zone	81,484	Families-96.3%
Coverage in Retail Trading Area		

BRIDGEPORT, CONN. MARKET

ITS BUYING POWER

Effective Buying Income 35% above 1941 Income per Capita \$1,430—64% above U. S. average Buying Power Index 27% above 1941 Total Retail Sales in 1942_\$111,700,000—10% above 1941
Food Sales in 1942
Grocery \$320 — 45% above U. S. average Drug 87 — 50% above U. S. average Department 232 — 104% above U. S. average Apparel 188 — 100% above U. S. average

ITS MEDIA

08

95

102

143 131 129

140 100

NT

Bridgeport	1080			
Coverage	in City	Zone	50,220	Families-53.8%
Coverage i	n Retail	Trading	Area 35,731	Families-12.80

CHICAGO, ILLINOIS MARKET

ITS BUYING POWER

Income per Ĉapita	41
Total Retail Sales in '42. \$2,050,000,000 — 6° above 19 Food Sales in 1942	
Food Sales in 1942 363,904,000-35% above 19	41
Drug Sales in 1942 84,074,000 -35% above 19	140
Sales per Family:	
Grocery \$174- 21° below U. S. aver	age
Drug 84 45 above U. S. aver	
Department	age
Apparel 160- 70% above U. S. avera	ige

ITS MEDIA

Chicago Sun		
Coverage in City Zone	911.269	Families-29.4
Coverage in Retail Trading	250 516	Families-20 8C

DENVER, COLORADO MARKET

ITS BUYING POWER

Effective Buying Income 22° above 1941
Income per Capita \$948- 9% above U. S. average
Buying Power Index. 29% above 1941
Total Retail Sales in 1942, \$226,329,000-10% above 1941
Fund Sales in 1942
Drug Sales in 1942 11,891,000 -27% above 1940
Sales per Family:
Grocery
Drug 112- 93% above U. S. average
Department
Apparel 131- 40% above U. S. average

ITS MEDIA

Denver I	locky N	Jountain	News			
Coverage	in City	Zone	**********	89,775	Families-	36.4 6
Coverage	in Reta	il Trading	Zone	30.063	Families-	10.00%

DETROIT, MICHIGAN MARKET

ITS BUYING POWER

Elective Buying Income					
Income per Capita \$1	1.332-	-53%	above	U. C.	average
Buying Power Index			38	abe	ove 1941
Total Retail Sales in '42\$	1.085.0	00.00	0-10	abo	ove 1941
Food Sales in 1942	214.2	203,00	0-63	% abo	ove 1940
Drug Sales in 1942	52.7	230.00	0-62	% abo	ove 1940
Sales per Family:					
Grocery\$2	209-	3%	below	U.S.	average
Drug 1	112-	93% 1	above	U.S.	average
Department	233-1	05%	above	U.S.	average
Apparel 1	157-	67% 1	above	U.S.	average
	*				

ITS MEDIA

D	
Det.nit Free Press	
Coverage in City Zone	492,883 Families-33.3%
Coverage in Retail Trading Area	205 325 Families 27.5%

EL PASO, TEXAS MARKET

ITS BUYING POWER

Fffective Buying Income
Income per Capita \$864-0.6% below U. S. average
Buying Power Index 18% above 1941
Total Retail Sales in 1942 \$46,150,000- 2% above 1941
Food Sales in 1942 8,065,000 - 18% above 1940
Drug Sales in 1942 2,069,000-12% above 1940
Sales per Family:
Grocery \$250- 137 above U. S. average
Drug
Department 248-118% above U. S. average
Apparel 110- 17% above U. S. average

El Paso Times		
Coverage in City Zone	30,474	Families-63.100
Coverage in Retail Trading Zone		

JACKSONVILLE, FLA. MARKET

ITS BUYING POWER

1	Effective Buying Income
	Grocery \$294-33% above U. S. average Drug 96-66% above U. S. average Department 137-20% above U. S. average Apparel Not Available

ITS MEDIA

Jacksonville	Florida Times-U	nion	
Coverage in	City Zone	52,693	Families-95.0%
	Retail Trading Ar.		

MASHVILLE, TENN, MARKET

ITS BUYING POWER

Effective Buying Income	44° above 1941
Income per Capita \$1,219-4	0% above U.S. average
Buying Power Index	
Total Retail Sales in 1942. \$109,60	
Food Sales in 1942	
Drug Sales in 1942 5.05	5.000-38% above 1940
Sales per Family:	
Grocery\$309 41	of above U. S. average
Drug 101- 7	above U. S. average
	above U. S. average
Apparel 204-11	7% above U. S. average

ITS MEDIA

Nashville Tennessean Coverage in City Zone	63,623	Families-1	01.0%
Coverage in Retail Trading	178,704	Families-	29.00

NEWARK, NEW JERSEY MARKET

ITS BUYING POWER

Effective Buying Income 45% above 1941
Income per Capita\$1,635-88% above U. S. average
Buying Power Index 20° above 1941
Total Retail Sales in 1942. \$355,100,000- 70 above 1941
Food Sales in 1942 73,843,000-42% above 1940
Drug Sales in 1942 9,912,000-44° above 1940
Sales per Family:
Grocery \$211- 4% below U. S. average
Drug 82- 41% above U. S. average
Department
Apparel 248-164% above U. S. average

ITS MEDIA

Ne	wark Sta	-Ledg	er				
						Families-	
Co	verage in	Retail	Trading	Zone594,	.881	Families	5.5%

NEW BEDFORD, MASS, MARKET

ITS BUYING POWER

Effective Buying Income 28% above 19	941
Income per Capita\$1.046-20° above 19	941
Buying Power Index 11° above 19	941
Total Retail Sales in 1942 \$54,700,000- 4% above 19	941
Food Sales in 1942 16,111,000-33° above 19	940
Drug Sales in 1942 2,345,000-34 above 1	940
Sales per Family:	
Grocery	age
Drug 74- 28% above U. S. aver	age
Department 107- 6% below U. S. aver	age
Apparel 161- 71% above U. S aver	age

ITS MEDIA

New Bedford Standard Times	
Coverage in City Zone	
Coverage in Retail Trading Zone	21,889 Families-28.1%

PORTLAND, MAINE MARKET

ITS BUYING POWER

Effective Buying Income
Buying Power Index
Total Retail Sales in 1942. \$90,250,000- 54% above 1941
Food Sales in 1942 19,859,000-100% above 1940
Drug Sales in 1942
Grocery \$409- 85% above U. S. average
Drug 99- 71% above U. S. average
Department
Apparel 248-164% above U. S. average

ITS MEDIA

Portland Sunday Telegram		
Coverage in City Zone	28,044	Families-86.7%
Coverage in Retail Trading Zone	31,972	Families-33.69

SYRACUSE, NEW YORK MARKET

ITS BUYING POWER

Effective Buying Income 19% above 1941
Income per Capita \$1,170-34% above U. S. average
Buying Power Index 18%, above 1941
Total Retail Sales in 1942. \$137,850,000 - 9% above 1941
Food Sales in 1942 33.921.000-31% above 1940
Drug Sales in 1942 4,397,000-30% above 1940
Sales per Family:
Grocery \$318- 44% above U. S. average
Drug 71- 22% above U. S. average
Department 223- 96% above U. S. average
Apparel 217-131% above U. S. average

ITS MEDIA

Syracuse Herald-American		
Coverage in City Zone	56,360 Fami	lies-84.3%
Coverage in Retail Trading Area	60 150 Fami	Nos- \$6 20%

TOLEDO, OHIO MARKET

ITS BUYING POWER

Effective Buying Income
Income per Capita\$1,35355% above U. S. average
Buying Power Index
Total Retail Sales in 1942. \$200,450,000-13% above 1941
Food Sales in 1942 46,703,000-52% above 1940
Drug Sales in 1942 8,582,000-52% above 1940
Sales per Family:
Grocery
Drug 96- 66% above U. S. average
Department
Apparel 132- 40% above U. S. average

ITS MEDIA

-	
	Toledo Times
	Coverage in City Zone
	Coverage in Retail Trading Area 113,017 Families-12,39

WASHINGTON, D. C. MARKET

ITS BUYING POWER-

Effective Buying Income 21% above 1941
Income per Capita\$1,445-66% above U. S. average
Buying Power Index
Total Retail Sales in 1942. \$695,328,000-16% above 1941
Food Sales in 1942 152,347,900-73% above 1940
Drug Sales in 1942
Sales per Family:
Grocery \$373- 69% above U. S. average
Drug 209-260% above U. S. average
Department 335-194% above U. S. average
Apparel 240-155% above U. S. average

Washington	Post		
Coverage in	City Zone	189,114	Families-45.4%
Coverage in	Retail Trading Area	80,261	Families -40.5%

YOUNGSTOWN, OHIO MARKET

ITS BUYING POWER

Effective Buying Income 26% above 1941
Income per Capita\$1,095-26% above U. S. average
Buying Power Index 10% above 1941
Total Retail Sales in 1942\$115,650,000- 7% above 1941
Food Sales in 1942 26,198,000-44% above 1940
Drug Sales in 1942 3,198,000-45% above 1940
Sales per Family:
Grocery\$327- 48% above U. S. average
Drug 72- 25% above U. S. average
Department 276-142% above U. S. average
Apparel 169-180% above U. S. average

ITS MEDIA

Youngstown Vindicator		
Coverage in City Zone	55,824	Families-83.7%
Coverage in Retail Trading Area	54,424	Families 47.8%



The 1943 Study of Effective Buying Income for 1942



New England States—County Data

MAINE—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POP	ULATIO		42		TENURE OF HOMES—1940			RETAIL SALES—1942 ESTIMATE			EFFECTIVE BUYING INCOME—1942 ESTIMATE					SALES— * ADVERTISING CONTROLS	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	U. S. A. Po-	Quality of Market Index
Andrescoggin	74.7	9.09	. 057	3.4	76.2	9.2	8.49	11.07	27.96	41,023	9.66	.073	62,756	8.22	. 055	840	3,774	.060	105
Aroostook	81.4	9.90	. 062	4.2	8.6	35.6	12.28	7.58	17.71	32,468	7.65	.057	47,700	6.25	.042	586	34,798	.052	84
Cumberland (Portland)4	150.7	18.33	.115	3.2	73.6	8.6	17.55	21.08	29.10	124,983	29.43	. 221	276,473	36.21	. 242	1,835	6,814	.167	145
Franklin	18.3	2.22	.014	3.2		30.2	3.35	1.99	17.61	7,630	1.80	.014	12,148	1.59	.011	665	2,836	.015	107
Hancock	30.1	3.66	. 023	3.0	12.1	20.5	6.73	2.66	19.84	14,554	3.43	. 026	24,430	3.20	.021	812	2,532	.027	117
Kennebec	79.9	9.72	. 061	3.3	58.3	16.9	10.43	8.82	26.46	38,052	8.96	. 067	60,955	7.98	. 053	763	5,795	. 058	95
Knox	23.9	2.91	.018	2.8	32.7	20.4	5.37	2.81	20.16	13,287	3.13	.024	22,041	2.89	.019	922	3,065	.022	122
Lincoln	14.6	1.77	.011	2.9		41.6	3.86	.98	18.60	7,664	1.81	.014	10,922	1.43	.010	750	2,280	.013	118
Oxford	39.3	4.78	.030	3.4	19.8	25.1	6.50	4.51	23.12	16,152	3.80	.029	26,272	3.44	. 023	668	4,523	. 029	97
Penebscot (Bangor)2	95.4	11.61	. 073	3.4	45.3	17.4	14.08	10.22	24.82	43,334	10.20	.077	91,211	11.94	.080	956	8,273	.076	104
Piscataquis	18.8	2.28	.014	3.2		23.8	3.21	1.88	18.54	6,681	1.57	.012	10,505	1.37	.009	560	1,832	.012	86
Sagadahoc	18.3	2.22	.014	3.1	53.5	11.3	3.49	1.86	23.73	8,432	1.99	. 015	11,838	1.55	.010	648	1,222	.014	100
Somerset	34.7	4.2	. 027	3.2	15.7	32.8	6.31	3.90	19.03	13,196	3.11	. 023	21,060	2.76	.019	607	5,146	.024	89
Waldo	19.5	2.37	.015	3.1	26.2	42.5	4.33	1.61	17.69	6,875	1.62	.012	11,124	1.46	.010	571	4,035	.013	87
Washington2	30.9	3.70	. 024	3.2	22.5	25.2	7.31	2.85	15.88	12,692	2.99	. 022	18,533	2.43	.016	599	2,648	.023	96
York4	91.7	11.10	.070	3.3	34.4	11.1	12.09	9.76	26.98	37,572	8.85	.067	55,607	7.2	. 049	606	5,217	.064	91
STATE TOTAL	822.7	2	. 628	3.3	40.5	19.5	125.38	93.58	24.91	424,595		.753	763,575		. 669	929	94,790	. 669	107

For Maine City figures, see pages 112, 114.

NEW HAMPSHIRE—County Data

Belknap9A	23.7	4.95	.018	3.0	55.4	13.9	3.68	3.06	24.28	10,431	4.93	.018	18,026	4.90	.016	762	1,740	.021	117
Carrell	14.4	3.00	.011	3.0		19.9	3.19	1.26	20.54	5,894	2.79	.010	10,370	2.82	.009	723	1,229	.015	136
Cheshire9A	35.3	7.39	.027	3.1	39.6	17.9	5.39	4.28	24.34	12,867	6.08	.023	25,539	6.94	.022	724	3,272	.026	96
Coos	35.4	7.42	.027	3.5	48.6	13.4	4.82	4.71	21.90	12,714	6.01	.023	25,110	6.82	022	708	2,355	.030	111
Grafton9	42.9	8.99	. 033	3.1	27.2	18.5	6.81	5.39	23.84	19,549	9.24	. 035	35,095	9.53	. 031	817	4,178	.040	121
Hillsberough (Manchester) 9A	137.9	28.88	.105	3.2	79.1	6.7	16.15	23.03	26.90	71,613	33.86	.127	114,237	31.04	.100	828	6,091	.121	115
Merrimack9A	56.4	11.81	.043	3.1	55.9	13.3	8.93	6.93	26.90	24,931	11.79	.044	44,370	12.06	.039	786	4,683	.047	109
Reckingham9A	61.1	12.79	.047	3.1	44.1	18.7	10.18	6.33	27.16	24,565	11.61	.043	42,765	11.62	.038	700	5,853	.047	100
Strafford9A	44.7	9.35	. 034	3.2	76.1	6.3	5.94	5.89	26.53	19,019	8.99	.034	33,844	9.19	.030	758	2,168	.036	106
Sullivan9	25.9	5.42	.020	3.2	68.6	16.0	3.62	3.35	25.58	9,933	4.70	.018	18,689	5.08	.016	722	1,918	.019	195
STATE TOTAL	477.7		.365	3.2	57.6	12.6	68.71	64.23	25.48	211,516		.375	388,045		.323	770	33,487	.402	110

For New Hampshire City figures, see page 116.

Before using these figures, see explanation page 11.

MAY 10, 1943

MENT

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EAGLE-TRIBUNE

Essex County's
Outstanding
Newspaper

124,838

persons comprise the Greater Lawrence Market

LAWRENCE - Capital of the Woolen and Worsted Textile Industry in America

VERMONT—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATI(Estima		942			NURE OF		RETAIL S	ESTIN				YING		ME-1942 E	SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dellars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Addison6	19.9	5.77	.015	3.4		51.9	2.89	1.64	18.54	6,078	3.66	.011	9,434	3.35	.008	475	7,046	.012	80
Bennington	21.6	6.29	.016	3.2	34.2	18.5	3.37	2.77	25.12	12,667	7.62	.022	21,894	7.78	.019	1,011	2,399	. 020	125
Caledonia8	22.1	6.42	.017	3.2	30.6	34.1	3.43	3.13	22.49	10,515	6.33	.019	18,631	6.61	.017	844	5,714	.019	112
Chittenden (Burtington) 8	50.1	14.55	. 038	3.4	64.7	15.5	6.16	6.52	28.17	27,547	16.57	.049	48,059	17.06	. 042	960	6,246	.042	111
Essex8	5.9	1.71	.004	3.4		37.7	.99	.69	20.14	1,944	1.17	.003	3,312	1.18	.003	563	1,288	.003	75
Franklin6	27.3	7.95	.021	3.5	27.2	35.9	4.10	3.28	21.23	9,674	5.82	.017	16,661	5.91	.015	609	8,679	.020	95
Grand Isle 6	3.5	1.03	.003	3.7		57.8	.58	.35	18.10	1		.002			.002	537	1,407	.002	67
Lamoille6	10.2	2.98	.008	3.4		47.8	1.87	.98	17.65				7.017			1	2.980	.007	88
Orange 9	15.3		.012	3.3		55.1	3.12	1.35	1			.010	9,079	1	.008	595	5,383	.011	92
Orleans	19.9	5.79	1	1	22.6	44.6	3.32		1			1			1		1		107
Rutland7	42.8	12.46	. 033	3.4	37.4	19.8	6.61	5.18	23.50	23,462	14.11	.042	41,303	14.66	. 036	963	6,045	.039	118
Washington5	38.7	11.24	. 030	3.4	52.9	21.5	5.51	5.08	27.32	22,198	13.35	. 039	39,007	13.84	. 034	1,009	5,475	. 036	120
Windham9		7.90	.021	3.1	49.8	23.9	3.88	3.48	25.48	14,833	8.92					845	3,922	.022	105
Windsor7	39.5	11.48	.030	3.3	22.7	30.2	5.88	4.13	24.4		10.50	1		1	. 024	704	6,330	. 030	100
STATE TOTAL	344.1		263	3.3	34.3	29.4	51.71	40.72	24.17	166,240		. 295	281,750		. 247	819	70,304	.279	106

For Vermont City figures, see page 116.

MASSACHUSETTS—County Data

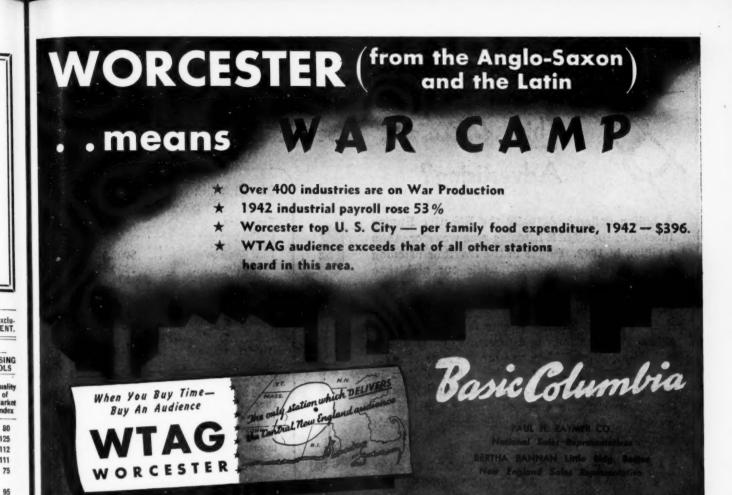
E														-					
Barnstable 9	37.3	.87	.029	2.9	32.2	11.5	7.31	3.73	30.37	22,164	.99	.039	45,003	.96	.039	1,207	3,309	.058	200
Berkshire	122.3	2.86	.093	3.3	80.8	4.7	14.54	18.09	30.83	53,473	2.40	095	93,868	2.00	.082	768	5,600	.105	113
New Bedford)10	360.5	8.44	. 275	3.3	89.9	2.5	33.30	63.44	25.25	160,750	7.21	285	369,754	7.87	3.24	1,026	15,162		115
Dukes	4.8			2.9	60.00	12.6	1.19	.51		3,327	.15	.006	5,772			1,194	360	.009	
Essex (Lawrence-Lynn)9	490.3	11.48	.374	3.3	94.2	.9	53.10	80.82	32.36	193,018	8.66	342	392,150	8.34	.344	800	8,211	.441	118

Before using these figures, see explanation page 11.

S,000 WLAW Coverage Areas...

Two millivolt Half millivolt Area Coverage Areas...

POPULATION, 1940... 2,834,430 4,033,282 RADIO HOMES, 1940... 704,261 1,002,348



MASSACHUSETTS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIC Estima		142			NURE OF				1942 MATE		SW.		INCO	ME-1942 E	ADVER	ES- TISING TROLS
COUNTY	Tetal (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	(in	% of State	% of U.S.A.	Dollars (in	% of	of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	U. S. A. Po-	Quality of Marke Index
Franklin	48.6	1.14	. 037	3.2	58.4	18.9	7.34	6.37	27.58	20,515	.92	. 036	37,851	.80	.033	780	7,754	.043	116
Springfield)	332.1	7.77	.254	3.4	91.5	2.0	30.07	57.29	32.19	202,228	9.07	.359	414,011	8.81	.363	1,247	6,246	.333	131
Hampshire	72.3	1.69	. 055	3.4	77.2	12.4	9.31	8.53	28.02	26,367	1.18	.047	46,817	1.00	.041	648	9,420	.057	104
Lowell-Malden-Medford- Newton-Somerville) 9	962.5	22.53	.735	3.5	91.8	1.0	101.09	143.77	38.10	409,198	18.35	.725	1,082,745	23.03	.949	1,125	20,266	. 899	122

Before using these figures, see explanation page 11.

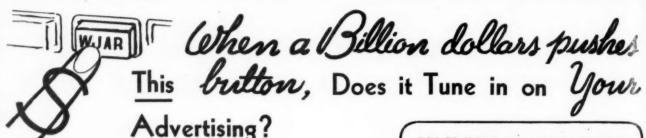
powerful 50,000 watt station, with a water borne voice directionally intensified so that it covers New England from Cape Cod to Maine. Synchronized with 1000 watt WBZA, Springfield, to reach, in the PRIMARY AREA, 75% of New England's population with NBC and outstanding local programs.



MAY 10, 1943

ENT

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A billion dollars? Actually the Effective Buying Income of the WJAR listening area was more than a billion in 1942. People in the Daytime listening area earned \$1,805,604,000 while our nighttime listeners pocketed just a trifle less—\$1,615,115,000.

WJAR blankets one of the big war production sections of the country—where factory lights are ablaze all night long and women work alongside men in an all-out effort to beat the Axis. People in this section spent close to a billion dollars in retail purchases last year. Payrolls are up, incomes are up, per capita earnings are up, retail sales are up... and WJAR can put your sales in this area up to new records.



PROVIDENCE, RHODE ISLAND BASIC NBC NETWORK DAY OR NIGHT, IT'S A GOOD "PICTURE"

DAYTIME

Income Per Capita \$1,805,604,000
Income Per Family \$3,572

NIGHTTIME

 Population
 1,287,000

 Families
 378,530

 Radio Homes
 352,033

 Total Retail Sales
 \$656,000,000

 Food Sales
 \$190,887,950

 Drug Sales
 \$25,340,760

 Total Effective Buying Income
 \$1,615,115,000

 Income Per Capita
 \$1,254

NATIONAL REPRESENTATIVES: WEED & CO. NEW YORK-CHICAGO-DETROIT-SAN FRANCISCO-HOLLYWOOD

MASSACHUSETTS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO (Estima		942			NURE O		RETAIL S	ALES-			SM		INCO		SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	Wr-	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	(in	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Nantucket9	2.9	. 07	.002	2.9	100.0		. 58	.41	31.96	2,081	;.09	.004	3,750	.08	.003	1,289	187	.005	250
Norfelk (Quincy)9	322.9	7.56	. 247	3.5	86.2	1.1	44.20	39.06	42.39	123,503	5.54	.219	232,173	4.94	. 204	719	6,695	. 282	114
Plymouth (Brockton)9	168.1	3.94	.128	3.1	72.8	6.9	24.65	23.32	28.28	74,167	3.33	.132	138,227	2.94	.121	822	16,478	.154	120
Suffolk (Boston) 9	856.8	20.05	. 654	3.4	100.0		48.53	171.77	36.56	679,091	30.45	1.204	1,317,629	28.03	1.155	1,538	754	.951	145
Worcester (Worcester)12	490.9	11.49	.375	3.4	79.8	3.8	51.58	76.80	30.06	269,015	11.66	.461	520,750	11.08	.457	1,061	19,341	.475	127
STATE TOTAL	4,272.3		3.262	3.4	89.4	2.2	426.79	693.91	33.70	2,229,895		3.951	4,700,500		4.120	1,100	119,783	4.129	127

For Massachusetts City figures, see pages 118, 119, 120, 122.

RHODE ISLAND—County Data

	-												1	-	1	1	1	
25.8	3.58	. 020	3.5	100.0		3.05	3.43	25.88	7,334	1.61	.013	11,111	1.38	.010	430	998	.015	75
59.3	8.23	.045	3.4	87.1	1.0	8.04	7.26	25.79	18,589	4.17	. 033	25,711	3.19	. 022	434	1,705	. 041	91
47.6	6.60	. 036	3.2	65.4	6.7	5.65	6.33	33.23	19,432	4.36	. 035	28,497	3.53	.025	599	2,821	.043	119
											- 1							
552.4	76.63	.422	3.3	97.3	.6	48.94	96.13	28.16	383,405	36.65	. 685	722,183	89.55	. 633	1,307	7,390	.542	128
35.1	4.96	. 027	3.1	34.5	8.2	4.51	4.37	23.93	14,202	3.18	.025	18,898	2.31	.017	529	2,794	.030	111
720.	9	. 550	3.3	91.6	1.4	70.19	117.52	27.97	445,982		.791	896,490		.707	1,119	15,708	.671	122
	59.3 47.6 552.4 35.1	59.3 8.23 47.6 6.60 552.4 76.63	59.3 8.23 .045 47.6 6.60 .036 552.4 76.63 .422 35.8 4.96 .027	59.3 8.23 .045 3.4 47.6 6.60 .036 3.2 552.4 76.63 .422 3.3 35.8 4.96 .027 3.1	59.3 8.23 .045 3.4 87.1 47.6 6.60 .036 3.2 65.4 552.4 76.63 .422 3.3 97.3 35.8 4.96 .027 3.1 34.5	59.3 8.23 .045 3.4 87.1 1.0 47.6 6.60 .036 3.2 65.4 6.7 552.4 76.63 .422 3.3 97.3 .6 35.8 4.96 .027 3.1 34.5 8.2	59.3 8.23 .045 3.4 87.1 1.0 8.04 47.6 6.60 .036 3.2 65.4 6.7 5.65 552.4 76.63 .422 3.3 97.3 .6 48.94 35.8 4.96 .027 3.1 34.5 8.2 4.51	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 25.79 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 25.79 18,589 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202	59.3 8.23 .045 3.4 67.1 1.0 8.04 7.26 25.79 18,589 4.17 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 4.36 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 96.65 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202 3.18	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 25.79 18,589 4.17 .033 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 4.36 .035 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 96.65 .685 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202 3.18 .025	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 25.79 18,589 4.17 .033 25,711 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 4.36 .035 28,497 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 96.65 .685 722,183 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202 3.18 .025 18,898	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 25.79 18,589 4.17 .033 25,711 3.19 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 4.36 .035 28,497 3.53 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 96.65 .685 722,183 89.55 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202 3.18 .025 18,893 2.34	59.3 8.23 .045 3.4 67.1 1.0 8.04 7.26 25.79 18,589 4.17 .033 25,711 3.19 .022 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 4.36 .035 28,497 3.53 .025 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 96.65 .685 722,183 89.55 .633 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202 3.18 .025 18,898 2.31 .017	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 25.79 18,589 4.17 .033 25,711 3.19 .022 434 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 4.36 .035 28,497 3.53 .025 599 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 96.65 .685 722,183 89.55 .633 1,307 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202 3.18 .025 18,898 2.34 .017 529	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 25.79 18,589 4.17 .033 25,711 3.19 .022 434 1,705 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 4.36 .035 28,497 3.53 .025 599 2,821 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 96.65 .685 722,183 89.55 .633 1,307 7,390 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202 3.18 .025 "18,898 2.34 .017 529 2,794	59.3 8.23 .045 3.4 87.1 1.0 8.04 7.26 25.79 18,589 4.17 .033 25,711 3.19 .022 434 1,705 .041 47.6 6.60 .036 3.2 65.4 6.7 5.65 6.33 33.23 19,432 4.36 .035 28,497 3.53 .025 599 2,821 .043 552.4 76.63 .422 3.3 97.3 .6 48.94 96.13 28.16 383,405 96.65 .685 722,183 89.55 .633 1,307 7,390 .542 35.8 4.96 .027 3.1 34.5 8.2 4.51 4.37 23.93 14,202 3.18 .025 18,898 2.31 .017 529 2,794 .030

For Rhode Island City figures, see page 122.

Before using these figures, see explanation page 11.

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WFCI_

Covers New England's 2nd Largest Market

PROVIDENCE, ALL OF RHODE ISLAND & PARTS OF MASSACHUSETTS

This Rich Listening Area Increased 22% In Effective Buying Income During 1942

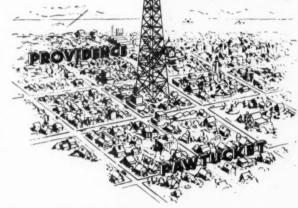
NOW \$1,198,855,500!

The Billion Dollar WFCI Listening Area Alone covers 13.5% of all of New England's Population; 13.4% of its Retail Sales; and 12.7% of its Effective Buying Income.

Covering 272,000 Radio Homes Night Primary

WFCI offers Dominant Coverage in this Rich Market with the Nation's Most Popular Programs from the Blue Network. WFCI is the Most Economical Buy in New England's Best Test Market. . . . Write or wire for Availabilities.





All figures based on Survey of Buying Power

WFC

PAWTUCKET BROADCASTING COMPANY, INC.
STUDIOS AND OFFICES:
ASO MAIN STREET PAWTUCKET, RHODE ISLAND

PRODUCT INFORMATION IS MORE VITAL NOW THAN EVER!



Industrial Equipment News is industry's original product information service being sent at their request to more than 52,000 active plant operating men in the larger plants in all industries for their use in finding their current operating requirements.

Standard advertising representation costs only \$79 to \$85 a month. Details? WRITE FOR "THE IEN PLAN."

INDUSTRIAL EQUIPMENT NEWS

THOMAS PUBLISHING COMPANY
461 Eighth Avenue Newjtyork, N. Y.

Quality of Market Index

> 120 145

122

MENT



*and in a mighty important puddle!

Hartford, home of insurance, industry, finance and farming, offers a rich, diversified market. Hartford's per capita spending ranks 1st in New England, 2nd in the U. S. WTHT effectively covers Hartford and its trading area.

FROG

on a limited budget

If you're a small or medium-sized agency and you have to make a big splash on a limited budget—then we suggest WTHT's concentrated radio coverage of the market which ranks highest in per capita sales in New England—the Greater Hartford area—over half a million people—at city circulation rates!

WTHT

HARTFORD, CONN.
BROADCASTING DIVISION of THE HARTFORD TIMES

CONNECTICUT—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO Estima		42			NURE OF		RETAIL S		—1942 ИАТЕ	EFFECTI		EST			ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in	% of	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Fairfield (Bridgeport-																			
Stamford)23	444.6	25.18	.339	3.4	69.5	2.8	44.96	65.27	35.51	320,883	25.68	.569	662,825	26.43	.581	1,491	7,843	.492	145
Hartford (Hartford-																			
New Britain)15	499.0	28.26	.381	3.4	71.7	4.3	41.08	75.37	36.91	378,576	30.30	.671	810,085	32.30	.710	1,623	25,389	.530	139
Litchfield	58.4	3.31	. 045	3.3	39.8	15.0	12.37	10.94	30.58	51,421	4.12	.091	77,571	3.09	.068	1,329	10,533	.081	180
Middlesex15	57.0	3.23	.044	3.3	47.3	10.1	7.73	6.35	29.70	33,423	2.67	.059	47,308	1.89	.042	830	6,044	.050	114
New Haven (New Haven-																			
Waterbury) 16	519.0	29.38	.396	3.4	79.6	. 25	49.05	79.00	32.76	339,081	27.14	.601	713,431	28.45	.625	1,375	14,015	.516	130

Before using these figures, see explanation page 11.

A STITCH IN TIME

If any of the figures on these pages seem incomprehensible or confusing, you must have skipped the introductory explanation beginning on page 11. Reading it before you attempt to use these data is cheaper and quicker than wiring the editors, who merely will refer you to those same pages anyway.

DANBURY-

as always-

the best market of its population in New England

Retail Sales in Danbury are double the New England per capita, exceed those of all other cities in Danbury's population-group, and exceed the average of these cities by 111%!

You can't miss in Danbury if you are giving local advertising support to your products.

DANBURY NEWS-TIMES Danbury, Conn.

National Representative: The Julius Mathews Special Agency, New York, Boston, Chicago, Detroit

More than Ever, it's a

WOMAN'S WORLD!

N and out of New Haven's mighty war plants stream thousands of women, night and day... each doing a man's work and getting a man's wages.

Into these arsenals of victory stream thousands of copies of The Journal-Courier...each read by many...at lunch, in the recreation halls, and then passed on to the next shift...each paper working its own 24-hour shift!

The Journal-Courier offers advertisers this premium coverage... over and beyond its regular home coverage...more than 100,000 better-than-average readers daily!





THE NEW HAVEN, CONN.

JOURNAL-COURIER

1942 Population Estimates on Tabular Pages

Population estimates on these pages are for civil populations only. County estimates, which are based on sugar rationing registrations, have been furnished by the U.S. Bureau of Census, and apply as of May 1, 1942. City estimates, furnished by local sources—chiefly chambers of commerce—are for August 1, 1942. This difference in computation dates should be borne in mind when consulting these pages, particularly where the city and its county are one and the same area.

CONNECTICUT—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POP	ULATIO (Estima		942			NURE O		RETAIL S			EFFECTI		EST			ADVER	ES- TISING
COUNTY	Total (in thou- nands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	(in	% of U. S. A. Po- tential	Quality of Market Index
New London	119.9	6.79	.092	3.2	49.9	11.0	14.98	17.86	28.41	79,697	6.38	.141	127,749	5.09	.112	1,065	8,513	.117	127
Tolland	30.6	1.73	.023	3.2	34.4	30.5	4.83	3.66	23.78	12,319	.99	.022	19,173	.76	.017	628	6,316	.020	87
Windham14	37.2	2.11	.028	3.3	43.4	18.1	6.63	8.60	23.29	34,040	2.72	.061	49,878	1.99	.044	1,339	7,431	.048	171
STATE TOTAL	1,765.7		1.348	3.4	67.8	5.6	181.63	267.05	33.77	1.249,440		2.215	2,508,020		2.199	1,420	86,084	1.854	138

For Connecticut City figures, see pages 124, 126, 128

New England States—City Data

MAINE-City Data

			LATIC 1942 timate					SAD.					EFFECT		BUYING			1942
CITY	COUNTY	Total	% of	%	Dellars	%	% of			TORE G			Dollars	%	9%		Per Cap	ita
		(in thou- sands)		U.S.A.	(in thousands)	of State		Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of State	U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Auburn (see also	Androscoggin	20.9	2.54	.016	8,754	2.06	.015	3,020	53	189	522	210	20,736	2.68	018	992	107	114
Augusta	Kennebec	19.4	2.36	.015	13,490	3.18	. 024	3,585	646	1,559	739	444	23,095	3.02	.020	1,190	128	137
Bangor	Penobscot	29.8	3.62	. 023	28,150	6.63	.050	5,378	4,893	2,611	1,290	843	41,500	5.44	.036	1,393	150	160
Bath	Sagadahoc	10.21	1.25	.008	7,443	1.75	.013	2,446			359		11.009	1.42	.010	1,075	116	125
Biddeford	York	19.8	2.41	.015	13,071	3.08	.023	3,818	1,385	1,133	647	326	21,622	2.83	.019	1,093	118	125

"Withheld to Avoid Disclosure, †1940 Census.

Before using these figures, see explanation page 11.

T'S TRUE

Power compiled by Sales Management support it.

PORTLAND

are among the most fertile sales areas in the country.

WGAN reaches Maine listeners and Maine buying Power

CBS ... 560 KILOCYCLES 5000 WATTS



300,000 PEOPLE

In The

PORTLAND, MAINE, TRADE AREA SPENT \$191,938,000 IN RETAIL SALES

During 1942 According to Sales Management

That national advertisers are fairly aware of the veritable sluiceway of sales in The Portland District is easily demonstrated as they give testimony with their own dollars by spending far more there in 1942 than they did in some other fine outstanding 100,000 population markets such as—

Utica, N. Y.

27 87 71

atio to S. A.

Canton, Ohio

Trenton, N. J.

New Bedford, Mass.

Fall River, Mass.

Fort Wayne, Ind.

Paterson, N. J.

Allentown, Pa.

Portland, Maine, Press-Herald-Express

Sunday Telegram

National Representative—The Julius Mathews Special Agency New York—Boston—Chicago—Detroit

			LATIO 1942 imates					SETAIL S					EFFECT			TIMA		942
CITY	COUNTY	Total	% of	%	Dollars	% of	% of		FIVE S	TORE GI			Dollars	% of	%		Per Cap	ita
		(in thou- sands)		u.S.A.	(in thousands)		U.S.A	Food	Gen'i Mdae.		Eating & Drinking Places	Drug	(in thousands)		U.S.A.	Doll- ars	Ratio to State	Hatio to U. S.
Barre	Washington	10.5	3.05	.008	9,689	5.83	.017	2,226	1,036	899	479	191	12,472	4.43	.011	1,188	145	136
Bennington	Bennington	12.5	3.63	.010	6,148	3.70	.011	1,637	437	423	398	238	8,407	2.98	.007	673	82	77
Brattlebere	Windham	11.0	3.20	.008	8,382	5.03	.015	1,915	1,124		458	225	10,611	3.77	.009	965	118	111
Burlington	Chittenden	27.7	8.05	.021	22,900	13.77	.041	4,755	3,954	2,083	1,161	633	31,728	11.26	.028	1,145	140	131
Montpelier	Washington	7.0	2.03	.005	6,349	3.82	.011	1,596	400	- 398	429	175	9,200	3.26	.008	1,314	160	151
Rutland	Rutland	16.4	4.77	.013	15,518	9.33	.027	3,282	2,251	1,365	860		20,045	7.12	.018	1,222	149	140
St. Albans	Franklin	8.01	2.34	.006	6,331	3.81	.011	1,569	522	525	295	217	9,200	3.26	.008	1,145	140	131
St. Johnsbury	Caledonia	7.2	2.09	.008	7,323	4.41	.013	1,603	518	555	371	197	9,070	3.22	.008	1,260	154	145
TOTAL ABOVE CIT	IES	100.3	29.16	.077	82,620	49.70	.146	18,583	10,242	6,248	4,451	1,870	110,733	39.30	.097	1,104	135	127
STATE TOTAL		344.1		. 263	166,240		. 295						281,750		. 247	819		94

†1940 Census.
*Withheld to Avoid Disclosure.

For Vermont County figures, see page 106.

NEW HAMPSHIRE—City Data

Berlin Coos	19.1†	3.99	.015	7,195	3.40	.013	2,353	649	606	336	223	13,240	3.60	.012	694	90	81
Clarement Sullivan	12.1†	2.54	.009	6,738	3.19	.012	1,514	1,057	582	295	208	12,190	3.31	.011	1,004	130	115
Concord Merrimack	27.2	5.69	. 021	15,766	7.45	.028	4,089	1,907	999	931	716	29,054	7.89	. 025	1,069	139	123
Dover Strafford	15.0	3.14	.011	9,231	4.36	. 016	2,076	922	799	596	233	17,552	4.77	.015	1,170	152	13
Keene Cheshire	13.8	2.90	.011	9,427	4.46	.017	2,021	1,074	685	392	228	18,092	4.92	.016	1,308	170	150
aconia Beiknap	14.5	3.04	.011	7,797	3.69	.014	2,104	776	523	452	199	14,555	3.95	.013	1,004	130	115
Lebanon Grafton	8.5	1.78	.006	5,134	2.43	.009	1,136	461	359	212	191	7,058	1.92	.006	830	108	95
Manchester Hillsborough	78.5	16.43	.060	45,100	21.32	.080	13,437	4,470	4,508	3,072	1,219	71,734	19.49	.063	914	119	108
Nashua Hillsborough	33.0	6.91	.025	16,733	7.91	.030	5,671	1,618	1,477	1,183	434	29,586	8.04	.026	897	116	103
Portsmouth Rockingham.	23.5	4.92	.018	11,932	5.64	.021	3,232	1,249	1,101	745	336	20,984	5.70	.018	893	116	103
Rochester Strafford	12.0	2.51	.009	6,316	2.99	.011	1,840	574	417	330	102	11,440	3.11	.010	952	124	10
TOTAL ABOVE CIT IES	257.2	53.85	.196	141,369	66.84	. 251	39,473	14,757	12,036	8,604	4,089	245,485	66.70	.215	954	124	110
STATE TOTAL	477.7		. 365	211,516		.375						368,045		.323	770		8

†1940 Census.

For New Hampshire County figures, see page 105.

Before using these figures, see explanation page 11.

Help, please! One-fourth of all questions about the Survey of Buying Power wouldn't have to be asked if readers had read the explanations starting on page 11.

We Look to the Future

Portsmouth, New Hampshire, has planned for a future that will reflect its present peak of wartime activity. Every resource is in the process of development in order that the full manpower now engaged in the war industries of our city will remain in our city when the war is finished.

Those who would build for the future will now present their products to this market that a more substantial foundation for the coming years will have been completed.

THE PORTSMOUTH HERALD

PORTSMOUTH, NEW HAMPSHIRE

National Representative: The Julius Mathews Special Agency — New York — Boston — Chicago — Detroit



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ENT



WE'VE DONE IT AGAIN!

On top of last year's outstanding gains in Retail Sales and Effective Buying Income, here we are again with another big increase!

Manchester's 1942 Retail Sales rose to a new high of \$45,100,000—a gain of \$3,400,000 over 1941. Effective Buying Income reached \$71,734,000—a gain of \$10,600,000 over 1941.

BUT THAT'S NOT ALL

The Manchester Trading area of 359,000 people had an income of \$278,780,000—a gain of \$34,000,000 . . . and retail Food Sales in this area reached 71% of the State's Total!

All of which proves once more, that if you have something to sell—you can sell it to NEW HAMPSHIRITES—they have the money!

The Union-Leader market is GREAT! - Great in sales, great in income and great in opportunities for you to do a bang-up job of selling at minimum cost.

In New Hampshire—THE UNION-LEADER DOES A COM-PLETE JOB ECONOMICALLY! For, with a coverage of 9 out of 10 Manchester families and 32% of all New Hampshire families, you are assured of sales success through thorough coverage at one low cost.



The MANCHESTER UNION-LEADER

Manchester

New Hampshire

Nationally Represented by

Geo. A. McDevitt Co.

New York, Philadelphia, Chicago, Detroit

FALL RIVER

GROWS GREATER YEAR AFTER YEAR

Buying Income UP 36%! Payrolls UP 15%! Retail Sales UP 8%!

PAYROLLS OVER \$1,000,000 WEEKLY

Highest In 20 Years!

Herald News Circulation at New High Look How Effective Buying Income Has Increased

1942-\$109,480,000

1941 - 80,506,000 1940 - 66,172,000

1939 - 63,639,000

1938 - 58,754,000

Bustling industrial Fall River, Mass., is the profitable spot to invest your "A" schedules in New England. The Herald News circulation is 98% concentrated within a 14 mile radius. March averaged 34,595 net paid. Only 12c a line!

Herald



Rews

National Representatives

KELLY-SMITH COMPANY

New York, Philadelphia, Chicago, Detroit, Boston, Atlanta, San Francisco

MASSACHUSETTS-City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 imated					RETAIL	SALES-				EFFECT		BUYING			1942
CITY	COUNTY	Total	%	%	Dollars	%	% of			TORE G			Dollars	% of	%		Per Cap	ita
		(in thou- sands)	State	u.S.A.	(in thousands)	State	U.S.A.	Feed	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)		U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A.
Arlington	Middlesex	40.01	.94	.031	12,031	.54	.021	4,895	519	256	292	736	24,835	.53	.022	621	56	71
Athol	Wercester	11.2	. 26	.009	6,458	.29	.012	1,723	511	655	505	244	14,087	.30	.012	1,258	114	144
Attlebero	Bristol	22.1	.52	.017	9,705	.44	.017	3,016	553	616	860	317	21,730	.46	.019	985	90	113
Barnstable	Barnstable	8.3	.20	.006	8,319	.37	.015	2,695	582	696	673	371	11,420	.24	.010	1,370	125	157
Belmont	Middlesex	26.8	. 63	.020	6,918	.31	.012	3,818	173	42	121	722	16,258	.35	.014	607	55	70
Beverly	Essex	25.5	. 60	.019	11,781	.53	. 021	3,789	763	386	722	519	28,011	.60	. 025	1,097	100	126
Boston	Suffolk	822.2	19.24	. 628	645,000	28.93	1.144	122,613	158,788	75,927	73,121	21,193	1,067,912	22.72	.936	1,299	118	149
Brockton	Plymouth	62.3	1.46	.047	40,529	1.82	.072	10,008	4,247	7,436	2,467	1,118	74,086	1.58	. 065	1,188	108	136
Brookline	Norfolk	49.8	1.17	.038	28,331	1.27	.050	7,909	595	2,187	2,799	1,366	52,387	1.11	.046	1,052	96	121
Cambridge	Middlesex	110.9	2.60	. 085	59,917	2.69	.106	17,071	7,621	3,633	7,628	2,385	156,836	3.34	.137	1,414	129	162
Chelsea	Suffolk	42.0	.98	. 032	17,212	.77	.030	6,255	1,020	1,158	1,626	644	46,150	.98	.040	1,099	100	126
Chicopee	Hampden	41.71	.98	.032	10,106	.45	.018	4,045	350	254	1,095	441	23,091	. 49	.020	554	50	64
Clinton	Worcester	12.4	.29	.009	6,265	. 28	.011	2,124	486	306	623	198	13,781	.29	.012	1,108	101	127
Dedham	Norfolk	15.5	.36	.012	5,405	.24	.010	1,845	202	116	880	321	12,075	26	.011	779	71	89
Everett	Middlesex	48.0	1.12	. 037	11,685	.52	.021	4,582	880	. 496	1,183	799	37,621	.80	. 033	784	71	98
Fall River	Bristol	115.6	2.70	.088	56,650	2.54	.100	16,453	6,065	6,314	3,984	1,802	109,480	2.33	. 096	947	86	109
Fitchburg	Worcester	43.1	1.01	.033	24,889	1.12	.044	7,359	2,663	2,628	1,647	1,123	46,728	. 99	. 041	1,084	99	124
Framingham	Middlesex	23.0	.54	.018	13,844	.62	.025	3,904	1,112	1,388	880	585	27,844	. 59	. 024	1,211	110	139

†1940 Census.

Before using these figures see explanation page 11

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EXPERIENCE IS A GOOD ARGUMENT!

Years of continuous checks and double checks prove that Holyoke, Mass. is an outstanding U. S. Marketing opportunity.

Advertising is most productive by steady, month-after-month use of space.

The Transcript-Telegram complete coverage combined with good copy has consistently increased our list of annual repeat customers.

HOLYOKE TRANSCRIPT-TELEGRAM

OVER 20,000-EACH WEEK DAY EVENING IN HOLYOKE, MASS. MARKET

MASSACHUSETTS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					SETAIL :	ESTIMA				EFFECT		D ES			1942
CITY	COUNTY	Total	%	%	Dollars	%	%			TORE G			Dollars	%	%	-	Per Cap	ita
		(in thou- sands)	of State	u.S.A.	(in thousands)	of State	u.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of State	U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Gardner	Worcester	20.2†	.47	.015	10,584	.48	.019	2,801	1,289	721	693	387	22,310	.47	.020	1,104	100	127
Gloucester	Essex	24.0	.56	.018	10,544	.47	.019	3,439	696	1,122	1,000	386	26,207	.56	.023	1,092	99	125
Greenfield	Franklin	17.2	.40	013	13,519	.61	.024	3,329	1,514	1,025	738	384	22,297	.47	.020	1,296	118	149
Haverhill	Essex	46.8	1.10	. 038	22,284	1.00	.040	7,044	2,420	2,119	1,638	641	57,820	1.23	.051	1,235	112	142
Holyoke	Hampden	58.0	1.36	.044	31,150	1.40	.055	9,180	3,183	3,790	2,713	1,182	70,751	1.51	.062	1,220	111	140
Lawrence	Essex	80.6	1.89	. 062	46,045	2.07	.082	12,236	4,519	6,879	4,368	1,868	91,550	1.95	.080	1,136	103	130
Leeminster	Worcester	22.2†	.52	.017	8,549	.38	.015	3,096	628	554	718	297	21,027	.45	.018	946	86	109
Lowell	Middlesex	104.0	2.43	.079	52,950	2.37	.094	17,159	6,543	5,367	4,694	1,493	129,996	2.76	.114	1,250	114	144
Lynn	Essex	105.0	2.46	.080	53,385	2.39	.095	17,453	6,248	7,039	4,708	2,197	119,112	2.53	.104	1,134	103	130
Malden	Middlesex	58.0	1.36	.044	28,301	1.27	.050	9,634	2,850	2,431	1,723	1,288	69,210	1.47	.061	1,193	108	137
Mariborough	Middlesex	15.2	.35	.012	6,434	.29	.011	2,255	714	370	522	198	17,671	.37	016	1,166	106	134
Medford	Middlesex	63.1	1.48	. 048	18,353	.82	.033	7,280	484	290	956	921	52,584	1.12	.046	834	76	96
Melrose	Middlesex	26.0	.61	.020	7,205	.32	.013	3,119	305		166	377	18,406	.39	.016	708	64	81
Middleborough	Plymouth	9.2	.22	.007	5,296	.24	.009	1,362	301	195	472	149	11,754	. 25	.010	1,278	116	147
Milford	Worcester	14.2	.33	.011	6,791	.30	.012	2,008	515	702	569	249	14,548	.31	.013	1,025	93	118
Natick	Middlesex	14.5	.34	.011	5,254	.24	.009	1,701	196	325	224	266	9,207	. 20	.008	635	58	73
Needham	Norfolk	12.4	. 29	.010	5,634	. 25	.010	2,549	179	202	130	294	12,463	.27	.011	1,001	91	115

†1940 Census.

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U. S. A.

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121 162

> 109 124

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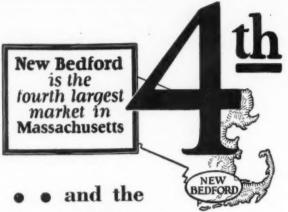
Before using these figures, see explanation page 11.

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MAY 10, 1943

[119]



• • and the

Largest Market
in the State with SINGLE
newspaper coverage!

58,000 FAMILIES

96% Coverage City Zone
81% Coverage City and Trading Zone

RETAIL SALES \$80,000,000.00

Circulation 48,498-Rate 16c line

The Standard-Times

New Bedford, Massachusetts
Represented by Gilman, Nicoll & Ruthman

MASSACHUSETTS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timates					SETAIL S	SALES-				EFFECT		BUYING			1942
CITY	COUNTY	Total	% of	% of	Dollars	% of	% of			TORE G			Dollars	% of	%		Per Cap	ita
		(in thou- sands)			(in thousands)		U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)		of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
New Bedford	Bristol	113.6	2.66	. 087	54,700	2.45	. 097	16,111	6,230	6,626	3,665	2,345	118,784	2.53	.104	1,046	95	120
Newburyport	Essex	13.9	.33	.011	8,813	.40	.016	2,637	736	595	533	162	18,983	.40	.017	1,366	124	157
Newton	Middlesex	71.0	1.66	.054	28,965	1.30	.051	11,075	681	614	1,421	1,733	80,271	1.71	.070	1,131	103	130
North Adams	Berkshire	22.21	. 52	.017	12,909	. 58	.023	3,013	1,644	1,431	952	352	25,939	. 55	. 023	1,168	106	134
Northampton	Hampshire	24.8†	. 58	.019	14,583	. 65	.026	3,633	1,286	1,641	928	451	29,153	.62	. 026	1,176	107	135
Norwood	Norfolk	14.5	.34	.011	8,275	.37	.015	2,846	461	484	538	377	14,338	.31	.013	989	90	114
Peabody	Essex	22.0	.51	.017	8,173	.37	.014	2,854	245	302	1,177	491	20,265	.43	.018	921	84	106
Pittsfield	Berkshire	49.71	1.16	.038	31,226	1.40	. 055	7,463	4,395	3,157	2,170	785	56,665	1.20	. 050	1,141	104	131
Plymouth	Plymouth	13.1	.31	.010	7,981	.36	.014	2,422	723	531	718	177	17,326	.37	.015	1,323	120	152
Quincy	Norfolk	79.8	1.87	.061	45,120	2.02	.080	15,132	3,948	2,872	3,161	1,790	84,336	1.79	.074	1,057	96	121
Revere	Suffolk	34.4	.80	. 026	9,935	.45	.017	3,637	267	199	1,895	468	23,978	.51	.021	697	63	80
Salem	Essex	37.6	. 88	.029	25,343	1.14	.045	6,785	3,990	3,152	1,434	1,092	47,288	1.01	.041	1,258	114	144
Somerville	Middlesex	102.21	2.39		34,207	1.53	.061	13,949	2,397	1,590	3,238	1,500	91,074	1.94	.080	891	81	102
Southbridge	Worcester	18.0	.42	.014		.37	.015	2,751	630	607	475	224	17,339	.37	.015	963	88	111
Springfield	Hampden	165.0	3.86	.126	125,500	5.63	.222	29,481	20,135	13,140	8,826	4,600	231,183	4.92	.203	1,401	127	161
Taunton	Bristol	37.4	.87	.029	17,911	.80	.032	5,137	1,081	1,500	965	682	35,183	.75	.031	941	86	108
Wakefield	Middlesex	16.2	.38				. 013	1,769	409	256		238	15,969	.34	.014	986	90	113

†1940 Census.

Before using these figures, see explanation page 11.

- Serving Eastern Massachusetts for Over Twenty Years

hale...of a Market...NOW!

EFFECTIVE BUYING INCOME \$118,000,000

Retail Sales - '42 - \$54,000,000

IBH

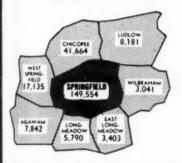
New Bedford, Mass.

Almost 1000 Salt Water Watts



WE A LOOK BEYOND THE CITY AND ...

Jou'll find New Englands TH LARGEST MARKET



42

Ratio to J. S. A.

134

135

114

106

152 121

144 102 111

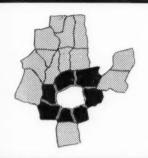
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ge 11.

Add to SPRINGFIELD the seven communities that touch and encircle it and you've got a "city zone" of 236,610 population.* All seven communities rely heavily of Springfield for buying, employment and social life. A total of eight interlocking cities where no other daily paper is published... and where THE SPRINGFIELD NEWSPAPERS do a virtually 100% job of coverage.

* Population figures are from the 1940 Census and do not indicate increases resulting from war activities Springfield has the largest wartime population increase of any Massachusetts city—almost 11%.



Add THE METROPOLITAN ZONE to our so-called "city zone" and you've jumpe to 395,569 population with a total of 22 towns and cities. All are within a virtua 10-mile radius of downtown Springfield, with the exception of the northern tip Again, THE SPRINGFIELD NEWSPAPERS give you a blanket coverage so necessary if you're planning to tell your story to ALL the folks in Metropolitan Spring field.



Now add the balance of Western Massachusetts plus a portion of Northern Cornecticut (213,662) to the Metropolitan Zone above and you'll find a total market population of 609,231 — a large portion of whom rely upon THE SPRINGFIELD NEWSPAPERS. Here is a rich and fertile trading area of more than 50 communities which is such a vital and integral part of the Springfield Market picture.

Sundays, Too!
THE UNION-REPUBLICAN
TOTAL
CIRCULATION 73,616*

Economical coverage of the Springfield Market is afforded advertisers through the use of THE SPRING-FIELD NEWSPAPERS. Three great dailies will take your message to the majority of the 151,000 families at an amazingly low price. Miline rate (\$1.89) is the lowest in New England (Boston excepted).

TOTAL DAILY CIRCULATION . . . 144,824*



AN FRANCISCO L.J. Birch & Co. Montgomery St.

BOSTON
The Springfield Newspapers
89 State St.

THE SPRINGFIELD NEWSPAPERS SPRINGFIELD, MASS.

NEW YORK
The Springfield Newspapers
420 Lexington Ave.

CHICAGO
The Springfield Newspapers
30 North LaSalle St.

MASSACHUSETTS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timates					S/A	SALES-				EFFECT			G INC		1942
CITY	COUNTY	Total	% of	%	Dollars	% of	% of		FIVE S	TORE G			Dollars	% of	% of		Per Capi	Ita
		(in thou- sands)			(in thousands)		U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)			Doll- ars	Ratio to State	Ratio to U. S. A
Waltham	Middlesex	42.2	.99	. 032	26,619	1.19	.047	6,927	4,621	2,014	1,632	955	50,746	1.08	. 044	1,203	109	138
Watertown	Middlesex	35.41	. 83	. 027	15,899	.71	.028	6,507	388	239	1,038	412	32,145	. 68	.028	907	82	104
Webster	Worcester	13.2†	.31	.010	5,335	.24	.009	1,892	589	446	475	213	12,325	. 26	.011	935	85	107
Wellesley	Norfolk	16.5	.39	.012	10,847	. 49	.019	2,246	298	1,884	271	491	22,679	.48	.020	1,374	125	158
Westfield	Hampden	18.81	.44	.014	9,860	.44	.018	2,854	517	687	657	324	20,195	.43	.018	1,075	98	123
West Springfield	Hampden	17.11	.40	.013	6,921	.31	.012	1,633		22	806	152			.013		80	101
Weymouth	Norfolk	27.0	. 63	.021	7,722	.35	.014	2,525	216	148	678	389	16,705	.36			56	71
Woburn	Middlesex	19.8†	.46	.015	8,430		.015	2,896	605	319	897	328	21,037	. 45	.018		97	122
Worcester	Worcester	197.5	4.62	.151	130,500	5.85	.231	35,281	19,358	15,137	9,585	3,660	234,162	4.98	. 205	1,186	108	136
TOTAL ABOVE CIT	IES	3,433.9	80.38	2.622	1,978,503	88.73	3.508	523,205	295,564	197,447	175,486	71,852	3,904,397	83.06	3.423	1,137	103	131
STATE TOTAL		4,272.3		3.262	2,229,895		3.954						4,700,500		4.120	1,100		126

†1940 Census. "Withheld to Avoid Disclosure,

For Massachusetts County figures, see pages 106, 107, 108.

RHODE ISLAND-City Data

Central Falls Pro	vidence	25.21	3.50	.019	7,790	1.75	.014	3,911	180	260	1,217	498	17,532	2.17	.015	694	62	8
Cranston Pro	vidence	49.0	6.80	.037	14,651	3.29	. 026	5,618	192	184	1,345	772	36,095	4.48	.032	737	66	1
ast Providence Pro	vidence	32.2†	4.46	. 025	13,222	2.96	.024	5,458	225	47	922	612	29,745	3.69	.026	925	83	1
lewport' New	wport	30.5†	4.23	.023	18,484	4.09	.031	7,146	1,730		1,386	806	31,342	3.89	.027	1,027	92	1
Pawtucket Pro	vidence	77.0	10.68	. 059	58,733	13.17	.104	13,984	5,215	7,325	4,374	2,506	94,861	11.76	.083	1,232	110	1
rovidence Pro	vidence	253.5	35.17	.194	210,000	47.09	.372	47,111	38,202	24,547	15,404	8,046	370,110	45.90	.325	1,460	130	1
Varwick Ker	nt	28.8†	3.99	.022	9,283	2.08	.016	2,993	144		1,565	269	18,271	2.26	.016	635	57	
Vesterly Was	shington	11.0	1.53	.008	8,845	1.98	.016	2,429	1,218	482	362	382	13,530	1.68	.012	1,230	110	1
Vest Warwick Ken	nt	18.2†	2.52	.014	11,619	2.61	. 021	3,463	899	971	891	404	15,009	1.86	.013	825	74	
Voonsocket Pro	vidence	49.3†	6.84	.038	30,316	6.80	.054	9,502	3,336	2,980	2,186	1,513	54,725	6.79	. 048	1,110	99	1
OTAL ABOVE CIT IES.		574.7	79.72	.439	382,943	85.82	.678	101,615	51,341	36,796	29,652	15,808	681,220	84.48	. 597	1,185	106	1
TATE TOTAL		720.9		.550	445,962		.791						806,400		.707	1,119		-

†1940 Census.
"Withheld to Avoid Disclosure.

For Rhode Island County figures, see page 108.

Before using these figures, see explanation page 11.

IT MAY SOUND REPETITIOUS, BUT-

Have you read the explanation prefacing the Survey of Buying Power? It appears on page 11 and following pages, and really will save you lots of time. It identifies sources of all figures, explains the trading area key, and contains all comment necessary to a complete understanding of the use of all county and city figures.

Rhode Island's 3rd Largest Market....

ONSOCKET CALL	CIRCULATION
15,897	
16,888	THE PERSON NAMED IN
17,329	
18,568	
20,254	
֡	15,897 16,888 17,329

WOONSOCKET PAYROLLS

1938 \$16,868,134

1939 \$19,460,207

1940 \$19,605,597

1941 \$28,718,315

1942 \$35,003,131

....reached ONLY by
THE WOONSOCKET CALL

National Rate 7c per line
Represented by GILMAN, NICOLL & RUTHMAN

IN RHODE ISLAND, A COMMON

CHARACTERISTIC

ENABLES YOU TO CAPITALIZE ON THESE UNCOMMON

STATISTICS!

THE circulation of daily newspapers published and distributed in Rhode Island exceeds the number of families by approximately 50%.

The Journal-Bulletin alone, however, blanket A. B. C. Providence, and reach, serve and sell approximately 4 out of 5 of all families in this high-buying-power State.

That Rhode Island's 187,000 families buy and read some 275,000 newspapers daily is undoubtedly conclusive evidence of the newspaper's current importance, and typical of the unprecedented demand for newspapers, on every home front.

But that housewives in the Providence market recently voted the Journal-Bulletin their best source of information* on their greatest wartime problem—nutrition and food—is characteristic of the reader acceptance of the editorial leadership that makes the Journal-Bulletin the most widely circulated and the most influential advertising media in Rhode Island.

* In a Sales Management survey of 4 cities, published in the issue of March 1, 1943.

Everybody Reads the

PROVIDENCE JOURNAL-BULLETIN

In New England's Second Largest Market!

REPRESENTATIVES: Ward-Griffith Co., Inc. • New York • Chicago • Boston • Detroit and Atlanta R. J. Bidwell Co. • San Francisco • Los Angeles

138 104 107

158

22

31

108.

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27

One of America's

greatest markets

greatest newspapers

Hartford The Times

Coverage

More net paid circulation in the A. B. C. City Zone than there are homes . . . 262% as much circulation as the other daily; 165% as the Sunday.

Value

From 56,000 to 80,000 circulation in less than ten years, keeping pace with the growth of the market, at no increase in rate.—Still 17 cents.

Selling Power

13th among all evening papers in the U. S., in volume of general advertising, excluding alcoholic beverages (which the Hartford Times does not accept).

Influence

A paper not satisfied with merely reporting the news. . . . Its wide activities in the community generate worthy news interests in civic, social, religious, patriotic and commercial circles.

Pre-war, In-war, Post-war....
Hartford, a top choice market.
Now FIRST in per capita buying power of all cities over 150,000 population, east of the Rockies.
Still top choice in Sales Management's "Favorite Test Market" surveys, and the Hartford Times is tops among "Test Market Newspapers." Figures below tell the story.

"In Hartford everyone comes to the Times"

The Hartford Times

A Gannett Newspaper. Represented nationally by J. P. McKinney & Son, New York, Chicago, San Francisco.

CONNECTICUT-City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	1- 1		LATIO 1942 timate					RETAIL	SALES— ESTIMA				EFFECT		BUYING ES			1942
CITY	COUNTY	Total	1 %	%	Dollars	% of	%			TORE G			Dollars	%	% of		Per Cap	oita
		(in thou- sands)	of	of	(in thousands)		of	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of		Dell- ars	Ratio to State	to
Ansonia	New Haven	19.2	1.09	.015	11,745	.94	.021	3,605	633	803	1,010	385	25,401	1.01	.022	1,323	93	152
Bridgeport	Fairfield	177.1	10.03	.135	111,700	8.94	.198	28,350	17,200	11,218	9,016	3,701	253,260	10.10	.222	1,430	101	164
Bristol	Hartford	36.0	2.04	.028	17,995	1.44	.032	5,544	1,503	1,476	1,193	611	36,187	1.44	.032	1,005	71	115
Danbury	Fairfield	22.4	1.27	.017	25,113	2.01	045	6,644	3,327	1,942	1,414	984	36,733	1.46	.033	1,640	115	188
Dorby	New Haven	12.0	. 68	.009	7,684	.61	.014	1,488	918	635	589	301	12,961	. 52	.011	1,080	76	124
Hartford	Hartford	200.0	11.33	.153	185,500	14.84	329	40,577	39,927	18,794	14,653	6,768	336,384	13.41	. 295	1,682	118	193
Manchester	Hartford	30.0	1.70	. 023	16,976	1.36	030	4,645	1,521	702	947	461	33,666	1 34	.030	1,122	79	129
Meriden	New Haven	41.5	2.35	.032	29,578	2.37	.053	8,345	2,622	3,137	2,285	823	57,953	2.31	.051	1,396	98	160
Middletown	Middlesex	27.0	1.53	. 020	18,269	1.46	.032	3,831	2,906	1,889	1,356	717	31,778	1.27	.028	1,177	83	135
Naugatuck	New Haven	16.1	.91	.012	8,527	. 68	.015	2,589	425	442	994	393	21,171	.85	.018	1,315	93	151

Before using these figures, see explanation page 11.

An index to all county and city data, by states and sections, appears on page 4.



THE COURANT'S MARKET IS..

- The largest city market in New England outside of Boston.
- The 2nd largest per-capita-income market in the United 2. States.
- 3. GROWING and ACTIVE.

Percentage increase since 1940, 50% greater than any other N. E. district Population:

Employment: 149.7% above 1929

Manhours: 135.6% above 1929



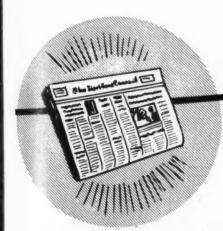
HARTFORD COURANT IS.. THE

- The oldest continuously published newspaper in the United States.
- The largest morning newspaper in New England, out-2. side of Boston.
- 3. The largest Sunday paper in Connecticut.



THE COURANT'S RECORD FOR . .

- WOMEN: 9,700 coupon responses to one 36" ad for 1. nylons.
- MEN: On a series of Travelers Insurance Company ads, 2. MEN: On a series of travelers insurance Company
 The Courant outpulled the other local paper on EVERY INSERTION.
- EVERYBODY: The percentage of local retail advertising carried by The Courant is now the highest in decades.



HARTFORD COURANT

Influencing the 2nd largest per-capita-income market in U. S.

Nationally Represented By

GILMAN, NICOLL & RUTHMAN

Boston, New York, Chicago, San Francisco

93

60

151

NT



EMPLOYEES

16,407

18,837 42.1 23,688 49.5 27,506

51.2

HOURS per WK. per MAN 38.9

TOTAL MAN HOURS 30,738,076

38,151,096

56,171,546

67,607,096

NEW BRITAIN HERALD

BROOKS AND FINLEY INC.

CONNECTICUT—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timates					RETAIL					EFFEC*		ES			1942
CITY	COUNTY	Total	% of	%	Dollars	%	%		FIVE S	TORE G			Dollars	%	%		Per Cap	ita
		(in thou- sands)		U.S.A.	(in thousands)	U1	U.S.A.	Food	Gen'i Mdse.		Eating & Drinking Places	Drug	(in thousands)	State	U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
New Britain	Hartford	80.0	4.53	.061	50,668	4.06	.090	12,808	5,520	6,157	3,001	1,673	96,643	3.84	.084	1,208	85	139
New Haven	New Haven	174.2	9.86	.133	123,550	9.89	.219	25,818	14,154	17,671	11,273	4,686	270,875	10.80	.237	1,555	110	179
New London	New London	40.0	2.26	.031	32,341	2.59	. 057	8,425	3,716	3,504	2,236	1,082	50,472	2.01	.044	1,282	89	145
Norwalk	Fairfield	39.81	2.25	.030	34,539	2.76	. 061	9,180	2,534	2,494	1,966	906	67,454	2.69	.059	1,693	119	194
Norwich	New London	34.7	1.91	.026	29,854	2.59	. 057	7,762	3,396	2,840	1,386	691	51,659	2.08	.045	1,490	105	171

†1940 Census.

Before using these figures, see explanation page 11.

NEW BRITAIN, CONNECTICUT

The Hardware Cours of the World

4 Sterling Test Market...

NEW HAVEN is 95.3% fine

An independent survey of 60 major test markets rated New Haven as the 2nd in New England. For population types, media co-operation, income, retail outlets and self-sufficiency the New Haven market averaged 95.3%. What could be a better buy than "New England's Favorite Test Market" with a coverage of greater New Haven and 31 surrounding towns?

*Sterling is 92.5% fine.

The New Haven Register

Represented By

Julius Mathems Special Agency

STAMFORD'S 1942 RETAIL SALES \$41,500,000

Stamford enjoys far less war-business than most New England cities, yet continues to hold its position in Sales Management's analysis of 1942 Retail Sales with the highest total for any New England city in its population-group.

To reach a bigger retail market than Stamford you must find a city at least 25% larger in population.

STAMFORD ADVOCATE, STAMFORD, CONNECTICUT

NATIONAL REPRESENTATIVE:

The Julius Mathews Special Agency, New York, Boston, Chicago, Detroit

CONNECTICUT—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timater					SM					EFFECT	S		TIMA		1942
CITY	COUNTY	Total	1 %	%	Dollars	%	% of			TORE G			Dollars	% of	%		Per Cap	ita
		(in thou- sands)	State	U.S.A.	(in thousands)		U.S.A.	Food	Gen'i Mdse.		Eating & Drinking Places	Drug	(in thousands)		U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Stamferd	Fairfield	62.0	3.51	.047	41,500	3.32	.074	9,569	3,264	5,130	2,840	1,337	71,876	2.87	.063	1,159	82	133
Torrington	Litchfield	31.7	1.80	.024	17,605	1.41	.031	4,896	2,568	1,500	1,097	610	33,573	1.34	.029	1,059	75	122
Wallingford	New Haven	15.3	.87	.012	7,562	.61	.013	2,661	384	433	780	241	16,176	. 65	.014	1,057	74	121
Waterbury	New Haven	106.0	6.00	.081	71,200	5.70	.128	18,451	7,701	9,015	6,300	2,990	168,610	6.72	.148	1,591	112	183
Willimantic	Windham	12.1	.69	.009	12,706	1.02	.023	2,672	886	803	902	300	19,055	.76	.017	1,575	111	181
TOTAL ABOVE CIT	IES	1,177.1	66.61	.898	854,612	68.60	1.520	207,860	115,105	90,585	65,238	29,660	1,691,887	67.47	1.482	1,438	101	165
STATE TOTAL		1,175.7		1.348	1,249,440		2.215						2,508,020		2.199	1,420		163

For Connecticut County figures, see pages 110, 112.

Before using these figures, see explanation page 11.

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 324.

Norwich, Connecticut

POPULATION (1940) 34,140

Largest Town and Retail Center East of the Connecticut River

- ★ 72 Industrial Plants. Payrolls over \$7,000,000.00. Products \$51,859,625.00 5 Banks with resources of \$131,489,818.93. Volume 1942, \$627,918,061.00 Retail Sales of over \$29,854,000.00. 1942 Per Capita Buying Income \$1,490.00.
- * Serves 75,000 People within a radius of 15 miles.
- * Serves a Two County Trade Area of more than 160,000 people.
- ★ ★ Why buy several media to cover the So Called 100,000 community when the Norwich Bulletin-Record gives you a one paper coverage in New London, Windham, and Tolland Counties at

10 CENTS PER LINE

The NORWICH BULLETIN-RECORD

Circulation Figures January 1, 1943.

BULLETIN-SUNDAY RECORD 31,967

BULLETIN-EVENING RECORD 22,623



There's not another like it!

Probably the most novel and representative insignia in all the armed forces is this design of the Twenty-seventh Division, formerly the National Guard of New York. Worked into the pattern are the seven stars of the constellation Orion . . . a unique method of honoring Major General John F. O'Ryan, who was the only National Guard Officer of his rank to go to France. In the six months that the division was under fire, it achieved an enviable record during combat in Northern France and Belgium. But Victory in 1918, as it must today, required a price, and two thousand of the Twenty-seventh's courageous men now "sleep where poppies bloom." The love of Liberty, for which two thousand men laid down their lives a generation ago, is no less strong in the hearts of the young Americans who, today, fight under the proud emblem of the Twenty-seventh. Let us hope that their courage and devotion will this time bring a just and lasting peace for all mankind.

The respect and friendliness with which the people of Southern New England turn to WTIC, and the unusually high radio ownership which exists here are your guarantee of an audience for your sales message. The per family income figures for this area are your guarantee that, having heard your message, they possess the means to do something about it. That's why we say

There's not another like it!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

2

to S. A.

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163

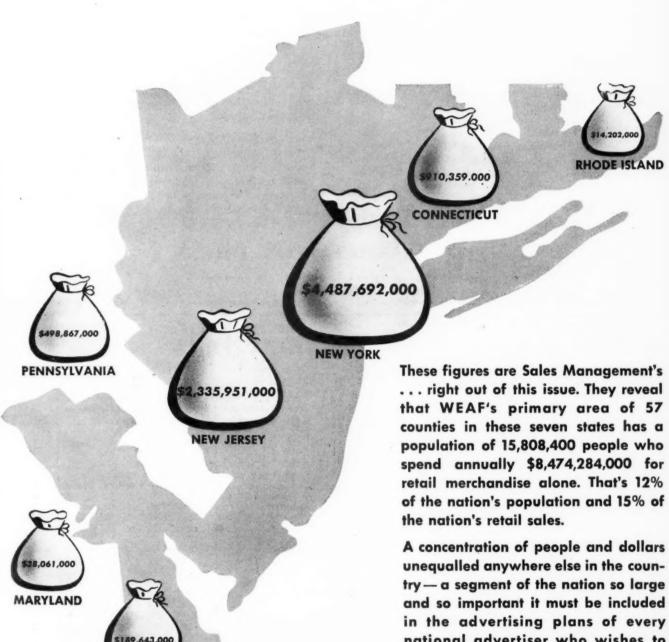
e 11.

INT



ANNUAL RETAIL SALES-8 BILLION DOLLARS

How WEAF's Primary Coverage reaches into these seven rich states for these 8 billion dollars



national advertiser who wishes to

keep the people sold today for bigger

sales tomorrow.

DELAWARE

ALKS TO 12% OF THE NATION by Station of the NBC Network

3

FOR THE PRICE OF

BINGHAMTON-ENDICOTT-JOHNSON CITY

Not the *only* three-in-one market in the country. . . . But can you name another that year after year offers such a sound and profitable spot for sales cultivation?

Sound . . .

because in spite of rationing and shortages, the 335,000 people in the Binghamton Trading Area spent \$132,446,000 for retail sales during 1942.

Sound . . .

because this market's busy industrial cities and rich agricultural and dairy activities provide a \$320,582,000 yearly income, making it better-than-average in either a war or peacetime economy.

Profitable -

because the three cities of Binghamton, Endicott

and Johnson City, welded together by one newspaper, give advertisers an unusually concentrated selling opportunity at low cost—One reason why Binghamton has always been one of the country's best test markets.

THE BINGHAMTON PRESS, with its 45,378 circulation, assures you complete coverage of this important area—29,687 copies go into the three-in-one market, which means 97% home delivery coverage—The other 15,691 are in the communities immediately surrounding. The rate is only .14 per line.

THE BINGHAMTON PRESS

Represented by — The John Budd Company
New York—Chicago—Atlanta—Dallas—San Francisco—Los Angeles—Seattle

Middle Atlantic States—County Data

NEW YORK-County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ILATIOI Estimat		42		HO	NURE OI		RETAIL S	ESTIN		EFFECTI		YING EST			ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Albany (Albany)17	220.4	1.71	.168	3.1	78.0	4.6	24.37	38.25	29.15	130,639	2.10	.232	271,034	1.83	. 238	1,230	6,679	. 234	139
Allegheny	39.7	.31	.030	3.1	15.0	33.3	7.02	4.17	17.84	8,428	.13	.015	25,778	.17	.023	650	7,360	.031	103
Bronx (New York City)23	1,303.5	10.12	.995	3.4	100.0		30.49	347.35	39.44	415,529	6.68	.737	943,720	6.38	.827	724	98	1.105	110
Broome (Binghamton)19	160.2	1.24	.122	3.3	68.8	8.9	21.50	22.24	29.70	80,462	1.29	.143	172,087	1.16	.151	1,075	8,148	.155	127
Cattaraugus	68.2	. 53	. 052	3.2	45.0	24.4	11.81	8.06	20.45	21,385	.34	. 038	62,793	.42	. 055	921	10,837	. 065	125
Cayuga21	62.8	. 49	.048	3.1	54.6	24.7	10.68	7.38	23.24	20,505	.34	.037	60,142	.41	.053	957	10,697	. 058	121
Chautaugua (Jamestown)27	125.2	. 97	.096	3.1	61.3	19.3	19.51	16.47	20.21	51,877	.83	. 092			.111	1.010	15,443	.113	118
Chemung (Elmira)20		1	.058	3.1	71.2	9.0	10.09	10.49	25.14	43,455	.70	.077	99,087	1	. 087	1,301	4,290		136
Chenango19		. 28	.027	3.0	23.8	38.2	6.34	4.04	19.31	11,112	.18	.020	33,204	.22	. 029	937	13,071	.031	115
Clinton17	49.3	.38	. 038	3.6	39.2	27.0	6.16	5.70	19.13	12,222	.20	.022	36,229	.24	.032	735	8,145	.041	108
Columbia17	41.6	. 32	. 032	3.0	27.8	25.1	6.03	5.67	20.26	11,027	.18	.019	35,086	. 24	.031	843	8,495	.037	116
Cortland	31.8	. 25	.024	3.0	55.9	24.4	5.29	4.40	23.16	12,508	.20	.022	33,875	. 23	.030	1,065	8,829	.032	133
Delaware19	41.3	.32	. 032	3.2	16.4	40.0	6.96	4.46	17.51	12,234	.20	.022	36,022	.24	.032	872	17,951	.035	109
Dutchess		1.04	.103	3.2	46.9	10.6	12.43	16.11	27.87	42,140	. 68	.075	116,021	.78	.102	884	11,683	.126	122
Erie (Buffalo)27	808.3	6.28	.617	3.4	83.5	3.9	79.53	129.34	28.05	378,432	6.08	.671	809,262	5.47	.709	1,001	17,837	.738	120
Essex	29.4	.23	.022	3.3	24.6	19.6	5.08	3.63	18.33	9,206	.15	.016	26,595	.18	. 023	904	3,397	.033	150
Franklin	40.2	.31	. 031	3.4	44.0	28.6	6.01	5.17	17.70	12,160	.19	. 022	39,106	. 26	. 034	972	7,556	.040	129
Fulton	46.8	.36	. 036	2.9	70.3	11.6	7.99	8.66	22.48	19,884	.32	. 034	42,199	. 29	.037	901	2,671	.016	128
Genesee	42.8	.33	. 033	3.3	48.7	27.8	6.96	4.91	23.35	12,484	.20	.022	36,558	. 25	. 032	855	10,835	.037	112
Greene17	27.0	.21	.021	2.9	19.4	26.5	5.17	3.03	18.76	7,457	.12	.013	21,968	.15	.019	814	4,836	.027	129
Hamilton18	3.6	. 03	.003	3.0		23.4	. 82	.36	26.07	1,101	.02	.002	3,164	. 02	.003	879	205	.006	200
Herkimer18		.42	.042	3.2	64.7		8.58	7.83	19.94	15,058	.24	.027	46,878	.32	. 041	860	9,360	.048	114
Jefferson22	79.2	. 61	. 060	3.1	44.8	21.6	11.90	11.22	21.09	25,923	.42	.046	74,793	.51	. 066	945			122

Before using these figures, see explanation page 11.

Are You Selling What You Should in BUFFALO?——

Corporate Buffalo is one of twelve communities that combined are really Buffalo. Many of these communities are within A.B.C. City Boundaries . . . others are adjacent new areas that are now housing Buffalo's expanded population.

 Population
 692,384

 Corporate City
 575,901

 Families
 181,660

 Corporate City
 151,933

Sales management figures for Buffalo can be projected against this larger Buffalo.

For 15 years the Courier-Express has been translating economic statistics in terms of customers . . . your customers and our readers. Over a half-million buyers of merchandise have been analyzed.

The Courier-Express is effective because its coverage is of sales potentials.

Would you be interested in seeing the close parallel between . . .

Your Potential Sales areas? Our Coverage of these areas?

A New Buying Power Map of greater Buffalo is now available . . . Ask for one.

Buffalo Courier-Express

Represented Nationally by LORENZEN & THOMPSON, INC.

NEW YORK-County Data-(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO: Estimat		42			NURE OF		RETAIL S		-1942 MATE	EFFECTIV	S/A		INCO		ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	of State	of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Kings (New York City)23	2,534.4	19.68	1.934	3.5	100.0		134.72	582.22	36.17	913,072	14.67	1.619	2,305,813	15.58	2.021	. 910	743	2.223	115
Lowis22	21.4	.17	.016	3.3	15.7	42.9	4.18	1.80	14.19	4,347	.07	.008	14,112	.10	.012	659	7,501	.016	100
Livingston26	35.4	.27	. 027	3.3	22.1	29.5	5.60	3.92	22.07	8,674	.14	.015	27,453	.19	.024	777	9,291	.028	104
Madison21	38.3	.30	.029	3.1	36.5	30.5	7.10	4.17	19.49	10,522	.17	.018	33,386	.23	. 029	872	11,640	.035	121
Monroe (Rochester)26	420.3	3.27	.321	3.2	82.9	4.6	56.46	64.63	33.20	237,271	3.81	.421	514,543	3.48	.451	1,224	15,465	.446	139
Montgomery	53.6	.42	.041	3.2	65.4	13.9	8.19	8.31	20.66	16,836	.27	.030	48,486	.33	.043	905	7,000	. 055	134

Before using these figures, see explanation page 11.

ALBANY, N.Y. It's the TIMES-UNION

The Largest Volume of Paid Advertising Published by Any Newspaper in the Entire Capital District

NEARLY 8½ MILLION LINES IN 1942

FIRST

in Retail Advertising, in Dept. Store Advertising, National Advertising, Classified Advertising and Total Advertising.

Largest Circulation Gains (ABC Audits) of Any Albany Newspaper

REPRESENTED NATIONALLY BY RODNEY E. BOONE ORGANIZATION

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125 121 118

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129 128 112

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HEMPSTEAD TOWN

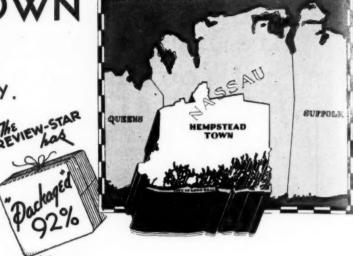
A.B.C. CITY ZONE NASSAU COUNTY LONG ISLAND, N. Y.

IN this strategic area will be found 70% of the population of Nassau County and 75% of the effective buying power.

With a per capita income of \$1225, which is 11% above Nassau County average and 41% above the national average, Hempstead Town accounted for \$172,525,000 in retail sales in 1942. This is 86% of the total sales of Nassau County.

With 92% of its circulation concentrated in the Hempstead Town ABC City Zone of Nassau County, the NASSAU DAILY REVIEW-STAR is read by more than 60% of all reading families.

Invest where the great mass of City Zone families do the larger part of their buying.



The Audit Bureau of Circulation describes the HEMPSTEAD TOWN, A. B. C. CITY ZONE as composed of the Town of Hempstead and the contiguous villages of Mineola, Williston Park, East Williston, and remaining part of New Hyde Park in North Hempstead.

THE NEWSPAPER THAT ADEQUATELY COVERS THE MARKET



HEMPSTEAD TOWN, LONG ISLAND, N. Y. EXECUTIVE OFFICE: ROCKVILLE CENTRE, L. I.

PUBLISHED DAILY EXCEPT SUNDAY 4c Per Copy

The Nassau Daily Review-Star speaks with one voice for 56 A.B.C. CITY ZONE Hempstead-Town Villages

NEW YORK—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat		42			NURE OF		RETAIL S			EFFECTI		YING ESTI			ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	Wr-	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	(in	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Nassau	*408.3	3.17	.312	3.4	48.1	.9	61.37	46.68	46.03	198,596	3.17	.351	450,195	3.04	. 395	1,102	7,497	.490	164
New York (5 Counties)	6,992.7	54.30	5.337	3.3	100.0		323.14	1,724.77	37.85	3,717,667	59.72	6.587	8,729,607	58.99	7.652	1,245	5,089	7.228	143
New York (New York City)23	1,766.5	13.72	1.348	2.8	100.0		6.34	542.03	35.58	1,806,187	29.00	3.199	4,164,646	28.14	3.651	2,344		2.514	185
Niagara (Niagara Falls)27	162.2	1.26	.124	3.4	76.6	11.1	21.22	20.80	28.63	82,185	1.32	.146	193,066	1.30	.169	1,190	12,029	.157	127
Oneida (Utica)18	184.5	1.43	.141	3.2	71.3	9.8	23.83	28.95	23.06	89,580	1.44	.159	197,614	1.34	.173	1,071	17,103	.179	127

^{*} May 1, 1942, ration registration corrected figures not available; No. 2 registration, 448,491.

Before using these figures, see explanation page 11.



Hempstead in Nassau County Long Island

is a market of more than

275,000 population

Newsday is first in Nassau

283 Main Street, Hempstead
National Advertising Department
220 East 42nd Street, N. Y. C.

Alicia Patterson, Editor and Publisher

MAY 10, 1943

NT

[135]

Match a BETTER Market with The BEST Medium ...

Sales Management shows you how much better Syracuse is. Here's the proof on WFBL:

- FULL basic Columbia programs a greater continuous listening audience.
- FAVORITE of listeners Ask to see the last five impartial surveys on listening habits.
- FAVORITE among advertisers Consistently leading in network, national spot and local advertising.

WRITE for full details

5000 watts day and night



B T SYRACUSE, N. Y.

National Representatives. FREE & PETERS, INC.

NEW YORK—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ILATIO Estimat		42			NURE OF		-TIP	ALES-	-1942 MATE	EFFECTI		YING ESTI			SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in theu- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Onondaga (Syracuse)21	284.0	2.21	2.17	3.2	76.3	7.3	33.90	46.73	28.78	151,196	2.43	. 268	321,606	2.17	. 282	1,132	14,285	. 283	130
Ontario	53.6	.42	.041	3.2	43.2	26.2	8.86	6.01	24.28	16,240	.26	.029	49,901	.34	.044	932	12,159	.048	117
Orange23	127.7	.99	.097	3.1	55.0	13.2	17.40	19.57	26.60	49,562	.80	.088	139,162	.94	.122	1,090	19,637	.142	146
Orleans26	26.3	.21	.020	3.0	37.9	35.5	4.91	3.05	16.33	6,188	.10	.011	21,377	.14	. 019	811	9,411	. 021	105
Oswego	66.6	. 52	.051	3.2	49.7	27.6	12.19	7.36	20.48	16,608	.27	. 029	53,965	.36	. 047	811	10,212	. 053	104
Otsego19	41.9	.33	. 032	3.0	31.1	34.7	8.45	5.04	19.57	14,296	. 23	. 025	41,949	. 28	. 037	1,001	14,069	.043	134

Before using these figures, see explanation page 11.

Central New York ...

- 1. A Great Industrial Market
- 2. A Great Urban Market
- 3. A Great Farm Market

CAN ALL BE YOUR MARKET OVER WSYR



"The Perfect Combination"... 5000 Watts at 570 Kc.

SYRACUSE, N. Y.

is no

BOOM TOWN

but - - -

With a population rise of only 1.9%, RETAIL SALES in Syracuse have increased 8.2% in a year's time.

Obviously, Syracuse is not a wild, boom market . . . but a vital sales area in which the spendability of its NORMAL population is steadily increasing.

Here's how Syracuse compares with the Nation in retail sales per family:

Grocery 44% above U. S. average Drug 22% above U. S. average Department Store 96% above U. S. average Apparel 131% above U. S. average

This is YOUR market... to sell goods today, and to maintain consumer acceptance to result in even greater sales volume when peace comes.

And, it's your market completely when you advertise in the Herald-Journal, the one, great evening newspaper giving complete coverage at one low cost.

Herald-Journal Daily Net Paid, 106,529
Herald-American Sunday Net Paid, 182,216
Figures From LATEST ABC CIRCULATION STATEMENTS
for the 12-Month Period Ended Dec. 31, 1942.

RETAIL SALES

up 8.2%

1941—\$127,355,000 1942—\$137,850,000

EFFECTIVE BUYING INCOME

up 18.9%

1941—\$206,424,000 1942—\$245,616,000

INCOME PER

up 16.7%

1941—\$1,002 1942—\$1,170

POPULATION

up 1.9%

1941—206,000 1942—210,000

Figures taken from Sales Management Survey of Buying Power for 1943

SYRACUSE HERALD-JOURNAL

SYRACUSE, N. Y.

SYRACUSE HERALD-AMERICAN (Sunday)

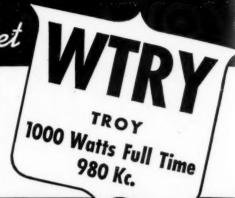
National
Representatives
PAUL
BLOCK
and
Associates

The Tri-City Market



It's a rich market—a booming market—a buying market. For proof, look at the new Sales Management "Survey of Buying Power" figures. And when it comes to selling this great three-in-one combination, take a look at the station that can prove

MORE COVERAGE PER DOLLAR



he Only Basic BLUE Station in the Tri-City Area REPRESENTED BY RAYMER

NEW YORK—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO!		42			NURE OF MES-194		RETAIL S			EFFECTIV	SM		INCO		SALI ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Putnam	16.5	.13	.013	3.2		16.3	2.21	2.22	36.63	6,709	.11	.012	20,001	.14	.018	1,216	2,045	.019	146
Queens (New York City)23	1,219.7	9.47	.931	3.3	100.0		132.89	228.80	43.37	521,134		.924	1,169,001	7.90	1.025	958	3,188	1.238	133
Rensselaer (Troy)17	121.3	.94	.093	3.1	70.1	9.7	16.02	18.43	22.96	52,930		. 094	121,478	.82	.106	1,001	8,078	.112	120
Richmond (New York City), 23	168.6	1.31	.129		100.0		18.70	24.37	35.47	61,745		.109	146,427	.99	.128	868	1,060	.148	115
Rockland23	71.4	. 56	. 055	3.2	29.3	4.4	8.61	7.64	31.92	19,536	.31	. 035	58,605	.40	. 051	816	2,567	.066	120
St. Lawrence	87.9	.68	.067	3.4	43.9	29.7	13.27	9.78	17.29	16,806	.27	.030	70,386	.47	.062	801	18,254	.073	109
Saratoga17	64.1	.50	.049	3.1	52.8	17.0	10.32	7.95	21.22	16,225	.26	.029	54,132	.37	.047	844	6,357	.058	118
Schenectady (Schenectady) 17	122.0	.95	.093	3.1	78.0	3.1	17.24	18.01	28.16	63,802	1.03	.113	142,344	.96	.125	1,167	2,685	.129	139
Schoharin	19.8	.15	.015	3.0	12.6	49.7	4.10	2.02	17.57	4,984	.08	.009	15,791	.11	.014	800	9,157	.016	107
Schuyler20	11.8	.09	. 009	3.0	22.4	41.7	2.46	1.33	15.74	2,699	.04	.005	8,910	.06	.008	755	2,557	.010	111
Seneca	25.6	.20	.020	3.1	40.7	25.5	4.12	2.23	18.83	4,381	.07	.008	14,686	.10	.013	573	4,496	.015	75
Steuben	81.8	.64	.062	3.1	46.0	24.1	14.03	9.55	19.94	21,659	.35	. 038	69,872	.47	.061	854	12,147	.070	113
Suffolk23	195.7	1.52	.149	3.1	17.4	10.3	28.66	18.96	27.54	53,537	.87	. 095	225,505	1.52	1.98	1,152	33,711	. 238	160
Sullivan	38.4	.30	.029	3.0	19.9	30.7	6.98	3.83	26.66	14,679	.23	.026	42,845	.29	. 037	1,114	6,779	. 052	179
Tioga19	26.1	.20	.020	3.0	38.9	33.4	5.00	2.91	17.76	6,366	.10	.011	19,837	.13	.017	760	6,630	.021	105
Tompkins	46.4	.36	.035	3.0	46.6	22.9	6.88	5.47	28.90	17,306	.29	.031	41,780	. 28	.037	900	5,891	.043	123
Ulster23	87.1	.68	.067	3.0	42.0	18.1	13.87	10.89	23.46	25,492	.41	.045	73,407	.50	. 064	843	11,787	.082	122
Warren17	31.1	.24	.024	3.0	52.3	12.6	5.95	4.39	24.04	17,435	.29	. 031	45,844	.31	.040	1,476	1,585	.044	183
Washington	44.4	.34	.034	3.2	39.2	26.7	7.63	4.74	18.16	8,584		.015	27,901	.19	.024	628	10,068	. 032	94
Wayne	50.€	.39	.039	2.9	30.7	36.9	9.30	5.72	19.55	14,440	.23	.026	41,782	.28	.037	825	17,263	. 039	100
Westchester (Mt, Vernon-																			
New Rochelle-Yonkers) 23	550.7	4.28	.420	3.4	83.7	3.	49.54	98.20	47.54	284,359	4.59	. 507	625,951	4.23	.549	1,137	4,256	.716	170
Wyoming	32.1	.25	.024	3.1	25.6	26.2	5.07	3.24	18.60	6,787	.11	.012	22,396	.15	.020	697	9,942	.024	100
Yates	16.0	.12	.012	2.9	32.4	40.8	3.10	1.84	17.61	3,566	.06	.006	11,900	.08	.010	744	4,638	.012	100
STATE TOTAL	12,875.9		9.830	3.2	82.8	5.3	1,111.39	2,550.73	34.51	6,221,745		11.031	14,800,050		12.975	1,149	555,741	13.180	134

For New York City figures, see pages 148, 150, 152, 153.

Before using these figures, see explanation page 11.

Your Advertising Dollars Have More Sense in the Concentrated Schenectady Market!

The City Zone becomes even more important today due to the drop in passenger car operation. The increased value of the City Zone brings you nearer the point-of-sale where it is easy for shoppers to reach stores by walking or available transportation.

In the A.B.C. City Zone the UNION-STAR leads in circulation by an average of 2,615 copies

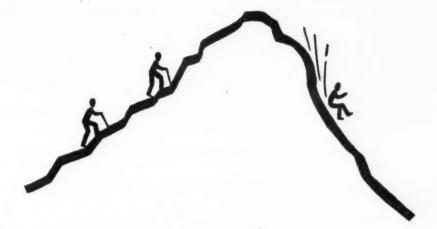
per day . . . leadership maintained for 8 consecutive years.

Retail grocers realize this more than ever and today place the bulk of their advertising in the UNION-STAR.

SCHENECTADY UNION-STAR

Schenectady, New York

National Representative—KELLY-SMITH CO.—New York, Philadelphia, Chicago, Detroit, Boston, Atlanta, San Francisco



Nothing recedes like success!

"To be here tomorrow, advertise today"

Now, more than ever, this ancient advertising maxim is true – true for firms with products to sell – true for those whose products have gone to war.

The first quarter of this year has been the best in the bistory of WNEW... 42 more advertisers for '43! Ten are new national advertisers... 11 are new local accounts... and 21 are former WNEW advertisers, welcomed back with open arms.

All advertising pays on WNEW – New York's first station in low cost of reaching customers. And dozens of regular WNEW advertisers – some of 10 years standing – will tell you, "Constant WNEW advertising makes sales GO UP – and STAY UP!"

WNEW

501 MADISON AVENUE . NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY MAY 10, 1943



Eastern Aircraft (Linden Division), Singer Manufacturing Co., American Type Founders, Standard Oil Co. of N. J., Simmons Co., Merck & Co., E. I. Du Pont de Nemours are but a few of the Nationally known manufacturers located in the Elizabeth Market area.

Elizabeth Has Been Staying up Nights Lately . . AND LOOKS BETTER FOR IT!

ELIZABETH is humming round the clock—producing war materials night and day. Always a sound, healthy market—separated from the metropolitan zone—the Elizabeth Market includes thousands of new people, has the greatest Effective Buying Income in years . . . is spending more money than ever before.

Look at this "picture" of the war's impact on Elizabeth. Since 1940, per capita income in the city has jumped from \$758 to \$1,229; in Union County from \$708 to \$1,031. Total income in the city zone has increased by more than \$69,000,000; in the county by more than \$114,000,000. Retail sales in the city zone show a \$36,000,000 gain—a \$47,000,000 gain in the county.

Whether you're thinking of mid-war or post-war sales, the Elizabeth Market demands your attention now. It's only daily newspaper is the

Elizabeth Daily Iournal . . . ELIZABETH, N. J.

National Representatives: WARD-GRIFFITH CO., Inc.

NEW JERSEY-County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO Estima		142			NURE OF		RETAIL S	ESTIN		EFFECTIV	S/M		INCO		ADVER	ES- TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Atlantic (Atlantic City) 37	116.3	2.76	. 089	3.0	80.9	4.2	12.37	22.27	33.54	84,633	3.62	.150	149,924	3.06	.131	1,290	5,755	.134	151
Bergen	415.0	9.82	.317	3.4	89.6	.5	57.34	53.11	41.86	190,636	8.16	. 338	378,091	7.71	. 331	911	7,803	.354	112
Burlington	95.8	2.27	.073	3.4	23.7	13.3	12.69	12.10	28.24	38,377	1.64	.068	74,033	1.51	.065	772	15,532	.067	92
Camden (Camden) 37	263.6	6.24	. 201	3.4	80.0	1.8	32.04	35.44	32.44	126,799	5.43	.225	283,112	5.77	. 248	1,074	2,659	.218	108
Cape May37	28.6	.68	.022	2.8	42.9	7.4	5,11	3.52	27.77	24,671	1.06	.044	41,675	. 85	. 037	1,456	1,490	.044	200
Cumberland	75.1	1.78	. 057	3.1	52.9	17.9	10.96	8.88	25.22	40,789	1.75	.072	69,403	1.42	. 061	924	14,685	. 064	112
Newark)23A	855.5	20.24	. 653	3.4	97.9	.1	67.23	154.45	39.63	570,016	24.40	1.011	1,400,349	28.55	1.228	1,637	2,567	.931	143
Gloucester	71.3	1.69	. 055	3.3	40.6	14.5	10.60	8.83	29.74	25,468	1.09	.045	50,224	1.02	.044	705	10,315	. 047	85
Hudson (Bayonne-Jersey City-																			
Union City-Hoboken)23A	645.5	15.27	. 493	3.4	99.7		35.25	138.19	36.12	293,889	12.58	.521	637,411	12.99	. 559	987	1,774	. 555	113
Hunterdon23	36.5	.86	. 028	3.1	1	32.2	6.13	4.19	24.80	16,542	.71	. 029	32,611	. 66	. 029	892	12,328	.027	96
Mercer (Trenten)	202.2	4.78	.154	3.6	68.9	3.5	21.61	26.89	33.85	109,236	4.68	.194	227,560	4.64	.199	1,125	8,736	.185	120
Middlesex 23A	221.3	5.24	.169	3.6	80.1	3.6	24.65	29.42	33.17	113,528	4.86	.201	200,200	4.08	.176	905	8,757	.182	108
Monmouth	161.7	3.82	.123	3.1	52.1	7.6	22.82	20.93	33.98	104,060	4.46	.185	178,439	3.64	.156	1,104	14,151	.169	137
Morris23A	128.3	3.04	.098	3.3	44.6	5.9	16.92	14.83	36.95	64,058	2.74	.114	125,886	2.57	.110	981	8,509	.113	115
Ocean	37.7	. 89	. 029	2.9		7.9	7.09	3.83	27.58	28,029	1.20	. 050	48,700	.99	. 043	1,290	4,923	. 047	162
Passaic (Passaic-Paterson) .23A	335.4	7.93	. 256	3.3	94.9	.3	27.24	56.64	32.49	229,847	9.84	.408	486,784	9.92	.427	1,451	3,439	.328	128
Salem	44.5	1.05	. 034	3.2	35.7	19.1	5.15	6.31	26.91	20,524	.88	. 036	34,769	.71	. 031	782	10,586	.030	88
Somerset	78.1	1.85	.060	3.5	55.4	10.0	10.02	8.38	36.07	33,285	1.42	. 059	64,305	1.31	. 056	824			95
Sussex	29.4	. 69	.022	3.2	32.2	24.5	4.39	3.69	26.82	18,041	.77	. 032	31,620	. 64	.028	1,077	11,883	. 026	118
Union (Elizabeth) 23A	336.6	7.96	. 257	3.5	93.4	.2	37.48	47.39			7.74	.320	347,013	7.07	.304	1,031	4,944	.301	117
Warren	48.0	1.14	. 037	3.2	52.3	14.4	6.79	7.09	26.20	22,610	.97	.040	43,691	. 89	.038	910	8,881	.042	114
STATE TOTAL	4,226.4		3.227	3.4	81.6	3.2	433.88	666.38	35.97	2,335,951		4.142	4,905,800		4.301	1,161	165,886	3.921	112

For New Jersey City figures, see pages 153-154.

WHEN THE EXPERTS GET TOGETHER

"Newark-Essex County, New Jersey, is a separate, indispensable market."

That's the consensus of sales and marketing executives who, by long experience, developed the formula for effective lowcost selling in North Jersey.

Among the country's top markets, Newark-Essex County ranks 11th in retail sales, 9th in Effective Buying Income and 8th in EBI per capita. (These rankings, of course, do not show the great increase in buying power resulting from

ality of rket dex

12

43 85

13 96

NT

7 BILLION dollars in war orders in this vicinity).

One medium, delivers this market effectively... America's leading six-day newspaper, the Newark Evening News... whose unmatched editorial influence here gives your advertising the 70% family coverage it needs to do a major market job.

Take a tip from the experts . . . cash in on a top ranking sales territory with a top advertising medium, the

Newark Evening News

MARKETING EXPERTS — Sales Management's Reed, Salisbury, and Prescott, who plan, execute and extrovert the Annual Survey of Buying Power . . . America's most widely accepted measure of market potentials.



"Boom-Town?" No Sir, Not Johnstown!

Same Industries

Same People

MORE MONEY

We're proud that we aren't a mushroomed area and we're proud, too, that our steady, hard-working citizens make an ideal market for your campaign.

Complete Coverage Through the

TRIBUNE and DEMOCRAT

JOHNSTOWN, PENNA.

City Zone-106,828

Retail Trading Zone-345,869

PENNSYLVANIA-County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat		42			NURE OF		RETAIL S	ALES-		EFFECTI		EST			ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in tnousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Adams35	39.3	.40	.030	3.4	15.0	37.5	5.96	4.23	14.52	9,344	.21	.017	17,957	. 20	.016	457	7,587	.018	60
Allegheny(McKpt,-Pgh.)30	1,352.7	13.92	1.033	3.5	83.9	1.4	137.62	222.47	28.57	769,496	17.64	1.364	1,698,605	18.77	1.489	1,256	7,263	1.308	127
Armstrong30	78.6	.81	.060	3.7	29.1	20.6	10.05	10.05	14.62	20,867	.48	. 037	46,453	.51	.041	591	3,894	. 052	87
Beaver 30	163.2	1.68	.125	3.7	66.3	7.9	18.90	19.94	24.23	52,338	1.19	.093	115,259	1.27	.101	706	2,787	.114	91
Bedford34	39.3	.41	. 030	3.5	8.0	37.6	5.88	4.31	10.15	9,789	. 22	.017	19,625	.22	.017	499	5,763	.022	73
Berks (Reading)37	233.6	2.40	.178	3.3	59.8	13.0	32.02	31.67	25.25	113,706	2.61	.202	242,097	2.67	.212	1,037	16,450	.200	112
Blair (Altoona)	133.0	1.37	.102	3.4	71.6	7.1	17.01	19.27	21.40	62,473	1.43	.111	115,483	1.28	.101	868	4,509	.111	109
Bradford 20	45.7	.47	. 035	3.2	31.5	39.4	8.79	5.14	15.61	15,914	.36	.028	34,307	.38	.030	750	10,602	. 034	97
Bucks37	113.9	1.17	.087	3.4	29.4	23.0	17.00	11.11	23.78	32,936	.75	. 058	70,972	.78	.062	623	16,906	.069	79
Butler30	87.5	.90	.067	3.5	27.9	27.3	12.41	9.81	19.58	30,454	.70	.054	60,891	. 67	. 053	696	7,845	.061	91
Cambria (Johnstown) 29	238.1	2.45	.182	3.9	53.7	7.3	21.14	27.37	17.09	86,875	1.99	.154	168,192	1.86	.148	706	3,717	.148	81
Cameron	7.0	.07	.005	3.2	55.1	8.0	.92	.95	18.21	2,487	.06	.004	4,901	.05	.004	701	156	.005	100
Carbon	57.7	.59	.044	3.7	60.5	8.2	7.50	7.28	18.89	14,848	.34	.026	33,142	.37	.029	575	1,565	. 035	80
Centre35	54.5	.56	.041	3.4	29.4	22.7	6.95	6.32	16.67	18,554	.43	.033	36,299	.40	.032	666	5,823	. 039	93
Chester (Chester)	139.1	1.43	.106	3.5	39.3	22.4	15.93	17.11	24.88	51,724	1.18	.092	156,686	1.73			22,845		110

Before using these figures, see explanation page 11.

PRIMARY coverage of the whole tri-state, coal-steel-and-industry area which includes Pittsburgh, 2000 towns and 6,000,000 people. The nation's first broadcasting station. Clear channel, 50,000 watts, basic NBC programs. One of America's lowest-cost response getters.





How Do You Make An Afghan?

If you are a Pittsburgh woman and want to know how to make an Afghan, a table cloth, a bed jacket or a baby's cap, you just naturally write to the Sun-Telegraph's Virginia Vance. Last month alone, 419 women wrote Miss Vance for the patterns she offers in the women's pages of the Sun-Telegraph. When you say it in the Sun-Telegraph, the response from women with money to spend hits you right between the eyes. Because

Pittsburgh Women Read the

Sun-Telegraph

EPRESENTED NATIONALLY by the RODNEY E. BOONE ORGANIZATION

MAY 10, 1943

[143]

TRI PENN MARKET



THE PLUS BUY IN
THE HEART OF
PENNSYLVANIA

These three stations - covering a rich, responsive market - can be bought as a package at an exceptionally attractive combined low-rate. Or, they can be purchased individually to suit your needs. Write direct to main office - 8 West King St., Lancaster, Penna., or to

Sales Representative

PAUL H. RAYMER CO.

NBC · BLUE · MUTUAL

PENNSYLVANIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIOI Estimat		42			NURE OF		RETAIL S	ESTIM				YING EST		ME-1942 E	ADVER	ES- RTISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% ef U.S.A.	Dollars (in thousands)	% of State	% of U. S. A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Clarion	35.8	.37	.027	3.5	9.9	33.3	5.94	3.79	13.22	10,692	. 25	.019	21,836	.24	.019	610	3,259	. 023	85
Clearfield	84.8	. 87	. 065	3.6	27.0	20.6	12.74	9.92	12.28	23,631		.042	52,937	.58	. 047	624	3,425	. 057	88
Clintan	33.6	. 35	. 026	3.4	42.2	12.2	4.38	4.52	16.12	11,002	.25	.020	21,316	.24	.019	635	1,692	. 023	88
Columbia	50.5	. 52	. 039	3.4	44.7	20.9	7.50	6.07	16.80	14,721	.34	. 026	29,291	.32	. 026	580	5,040	.030	77
Crawford	73.6	.76	. 056	3.1	37.7	34.2	11.89	8.08	23.24	26,956	. 62	. 048	53,660	. 59	. 047	729	8,996	. 053	95
Cumberland	72.5	.75	. 055	3.2	49.3	18.4	10.21	10.21	22.12	25,284	. 58	. 045	49,391	. 55	.043	681	7,327	.052	95
Dauphin (Harrisburg)35 Delaware (Chester, Upper	182.1	1.87	.139	3.3	67.5	6.7	20.87	25.70	26.56	99,533	2.28	.176	205,767	2.27	.180	1,130	5,924	. 154	111
Darby)37	312.3	3.21	. 238	3.5	73.4	2.1	38.95	41.11	37.50	111,984	2.57	.198	253,282	2.80	. 222	811	3,873	.249	105
Elk30	33.0	.34	. 025	3.7	54.8	11.1	4.58	3.49	20.05	9,334	.21	.017	20,221	.22	.018	613	950	. 022	88
Erie (Erie)	184.6	1.90	.141	3.3	74.3	11.3	22.77	25.24	23 10	94,628	2.17	.168	203,598	2.25	.179	1,103	10,363	.152	108
Fayette30	195.0	2.01	.149	3.8	24.8	9.1	19.58	28.32	13.06	59,735	1.37	.106	125,764	1.39	.110	645	4,110	.137	92
Forest	5.1	.05	.004	3.2		24.6	.93	. 63	9.86	1,126	. 03	. 002	2,541	. 03	.002	502	332	. 003	75
Franklin	- 55.€	.57	. 043	3.3	40.6	28.0	8.89	8.87	17.23	21,538	.49	. 038	42,582	.47	.037	766	10,955	.041	95
Fulton41	9.9	.10	.008	3.6		67.1	1.74	.87	10.44	1,555	.04	. 003	3,089	.03	.003	312	2,188	.004	50
Greene30	42.9	.44	. 033	3.6	10.8	31.1	4.89	6.06	13.22	9,529	. 22	.017	20,445	. 23	.018	476	3,629	. 026	79
Huntingdon35	39.7	.41	.030	3.5	28.5	21.7	5.57	4.84	12.39	10,861	. 25	.019	20,816	. 23	.018	524	3,233	. 023	77
Indiana30	77.4	.80	.059	3.7	22.7	24.2	8.77	10.45	12.78	21,268	.49	. 038	42,392	.47	. 037	548	5,307	. 050	85
Jefferson	50.2	. 52	. 038	3.6	37.5	24.1	7.80	5.77	13.01	15,755	.36	. 028	31,394	.35	. 028	626	3,371	. 035	92
Juniata	14.6	.15	.011	3.5		45.5	2.48	1.50	11.44	3,274	.08	.006	6,126	.07	.005	420	3,682	. 007	64
Lackawanna (Scranton) 24	265.3	2.73	.203	3.7	89.6	2.8	32.38	40.00	22.01	119,083	2.73	.211	261,625	2.89	. 229	988	3,411	.215	106
Lancaster (Lancaster)37	208.6	2.18	.159	3.3	44.7	21.7	28.71	26.67	23.36	105,495	2.42	. 187	205,834	2.27	.180	987	43,413	.163	103
Lawrence	97.6	1.00	.075	3.5	60.4	12.4	12.79	12.01	21.90	36,398	.83	. 064	75,919	.84	. 067	778	4,382	.072	2 96
Lebanon	72.4	.75	. 055	3.4	48.4	16.2	9.24	9.78	19.09	27,448	. 63	. 049	55,366	. 61	. 049	765	7,067	. 049	89
Bethlehem)37	180.1	1.85	.138	3.4	74.4	6.8	20.69	24.87	25.10	92,564	2.12	. 164	171,594	1.90	.151	953	6,968	.142	103

one does it—in Philadelphia



When it comes to delivering a newspaper message, 1 does it in Philadelphia.

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PENNSYLVANIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO		42			NURE OF MES-194		RETAIL S			EFFECTIV	E BU	YING EST	INCO	ME—1942 E	ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Luzerne (Wilkes-Barre)25	391.7	4.03	. 299	3.9	76.2	2.9	44.27	57.84	21.92	162,566	3.73	. 288	357,001	3.94	.313	911	4,439	. 285	95
Lycoming (Williamsport)36	92.0	.95	.070	3.2	65.6	13.5	12.91	12.80	20.51	46,364	1.05	. 082	108,123	1.19	.095	1,175	5,873	.079	113
McKean27	55.3	.57	.042	3.3	42.0	11.0	8.17	7.05	22.64	22,863	. 52	.040	49,275	.54	.043	892	1,754	.050	119
Mercer	98.1	1.01	.075	3.5	58.5	19.2	14.84	10.93	22.86	38,809	.89	. 069	77,147	.85	.068	786	6,908	.075	100
Mifflin	38.0	.39	.029	3.5	37.2	14.2	5.27	5.64	18.66	14,559	.33	. 026	28,907	.32	. 025	760	3,033	.029	100
Monros37	28.3	.29	. 022	3.3	42.2	21.6	4.35		25.41	13,549					1		1,740		
Montgomery37	280.3	2.88	.214	3.5	65.1	7.0	39.73	31.42	34.80	128,746	2.90	. 225	270,198	2.99	. 237	964	9,748	. 262	122
Montour35			1		46.0	22.0			~~~~		1	1		-			1,468	.007	64
Northampton (Bethlehem)37	171.2			3.4	71.2			23.35		-,	1	1	-,				7,914	.140	
Northumberland	112.6		1		55.9				1		1					-	4,690		1
Perry35		1			1	39.2			12.10		1	1				1	4,785		
rony	A1.1		.010	0.0		35.2	3.00	2.50	14.10	4,704		,000	10,400		.000	400	4,700	.012	13
Philadelphia (Phila.)37	2,000.6	1	1	1	100.0		197.02									1,094	1,793		
Pike24	7.4	1				26.9				1,978		ě.							
Potter27	16.4	1			17.6												2,815	.013	
Schuylkill37		2.12	1		57.0				1								.,	.131	83
Snyder35	19.6	.20	.015	3.3	14.2	39.9	3.06	2.29	11.75	3,392	.08	.006	6,572	. 07	.006	335	3,449	.008	53
Somerset	80.1	.82	.061	3.7	20.9	23.6	10.00	10.43	12.61	23,058	.53	.041	47,136	. 52	. 041	589	8,034	.048	79
Sullivan	6.6	. 07	.005	3.4		42.1	1.28	.64	10.45	1,195	. 03	.002	2,538	. 03	.002	381	1,109	.003	60
Susquehanna19	30.1	.31	. 023	3.3	20.7	42.9	5.51	3.51	14.46	7,976	.18	.014	17,483	.19	.015	582	7,749	.019	83
Tioga			1		10.5		5.73	3.95	13.20			.018					6,442		
Union35		1			17.6				1	4,962		1							1
Venange30	70.9	.73	. 054	3.3	53.2	16.9	8.77	7.50	20.17	21,248	.49	. 038	46,608	.51	.041	657	2,697	.046	85
Warren	41.8	1	1	1	34.8	0000			1	20,861	.48	1	,	1	1		3,625		
Washington30		1	1	4	42.3					68,695							8,103		1
Wayne24				3.3	19.0						1			.22				1	
			. 224		48.3				18.65						1		.,		
Westmoreland30	292.8	3.01	, 224	3.1	40.3	0.2	35.21	39.00	10.00	92,411	2.12	. 104	133,000	2.21	.175	002	0,209	.197	00
Wyoming	15.0			3.2		44.9	4					1		1	1		3,123	1	1
York (York)35	179.6	1.85	.137	3.3	46.7	20.1	25.76	22.49	20.64	83,829	1.92	.149	189,030	2.09	.166	1,053	20,590	.134	98
STATE TOTAL	9,716.4		7.418	3.5	66.5	9.1	1,154.95	1.380 58	24 21	4,362,657		7.735	9,051,600		7.93	932	415,735	7.598	102

For Pennsylvania City figures, see pages 155, 156, 158.

Before using these figures, see explanation page 11.



64,129 WOMEN GOT THE POINT

Talk about best sellers! We lost count of how many "printings" we made of those point ration cards. We just offered, in a modest way, to supply them to our women readers. Practically in the twinkling of an eye, we were over our heads. We put out 64,129 of

them in the brief time it

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MAY 10, 1943

[147]

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Middle Atlantic States—City Data

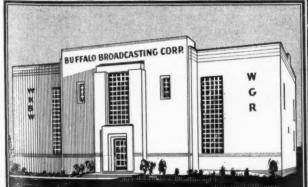
NEW YORK-City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 imated	-				RETAIL					EFFEC		BUYING			1942
CITY	COUNTY	Total		%	Dollars	og	95			TORE GI			Dollars		%		Per Cap	oita
		(in thou- sands)	of State	of	(in thousands)	of State	of U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of State	of	Doil- ars	Ratio to State	Ratio to U. S. A
Albany	Albany	130.6	1.01	.100	91,800	1.48	.163	22,649		14,114	8,798	2,818	138,846	.94	.122	1,063	93	122
Amsterdam	Montgomery	33.2	.26	.025	15,836	.26	.029	4,986	1,777	1,604	1,303	634	29,388	. 20	026	885	77	102
Auburn	Cayuga	35.8	.28	. 028	19,725	.32	.035	5,384	2,174	1,975	1,546	646	36,000			1,006	88	115
Babylan	Suffolk	4.71	.04	.004	4,822	.08	.008	1,668	84	130	275	122	5,593	.04	.005	1,179	103	135
Batavia	Genesee	17.31	.13	.013	11,742	.19	.021	2,585	1,534	996	906	313	17,881	.12	.016	1,036	90	119
Beacon	Dutchess	12.61	.10	.010	5,412	.09	.010	1,952	496	133	462	178	10,923	. 07	.010	869	76	100
Binghamton	Broome	80.0	.62	.061	52,300	.84	.093	11,446	9,010	4,667	4,874	1,726	79,987	.54	.070	1,000	87	115
Bronxville	Westchester	7.0	.05	.005	6,213	.10	.011	2,569	171	604	461	508	9,781	.07	.009	1,397	122	160
Buffalo	Erie	605.0	4.70	. 462	320,333	5.15	.568	83,037	60,777	34,518	29,408	10,319	602,083	407	. 528	995	87	114
Canandaigua	Ontario	8.3	.06	.008	6,286	.10	.011	1,562	431	437	603	112		. 05	. 007	964	84	111
Cohoes	Albany	22.01	.17	.017	5,949	.10	.011	2,277	419	474	541	145	20,771	.14	.018	944	82	108
Corning	Steuben	16.8	.13	.013	8,757	.14	.016	2,399	922	776	710	376	15,013	.10	.013	894	78	103
Cortiand	Cortland	15.91	.12	.012	11,591	.19	.020	2,704	1,419	850	950	355	18,206	.12	.016	1,146	100	132
Dunkirk	Chautaugua	21.0	.16			.13	.014	2,289	1,162	483	695	229	17,361	.12	.015	827	72	95
Elmira	Chemung	56.0	.44	. 043	38,500	. 62	.068	9,053	5,110	4,664	2,872	1,322	63,874	.43	. 056	1,141	99	131
Endicatt	Broome	24.0	.19	.018	11,247	.18	.020	3,451	934	971	1,262	292	16,888	.11	.015	704	61	81
Fulton	Oswego	11.3	.10	.009	6,525	.10	.011	1,654	742	459	480	127	11,825	.08	.010	1,046	91	120
Geneva		13.1	.10	1				2,680	1,007	874	779	297	18,164	.12	.016	1,387	121	159
Glen Cove	Nassau	18.8	.15	.014	8,395	.13	.015	2,287	453	588	470	317	14,644	.10	.013	779	68	89
Glens Falls	Warren	22.6	.18			1		4,088	2,409	1,832	1,010	522	20,962	.14	.018	928	81	107
Gloversville	Fulton	22.0	.17	.017	13,990	.22	. 025	3,726	1,616	1,263	957	354	24,952	.17	.022	1,134	99	130
Hempstead Twsp.	Nassau	275.0	2.14	.210	172,525	2.80	.310	35,775	20,940	25,540	12,940	2,770	336,744	2.28	. 295	1,225	107	141

*Withheld to Avoid Disclosure, †1940 Census.





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... NOW brings listeners radio's clearest and finest entertainment.

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Basic Columbia 1520 K. C.

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BUFLOPOLE, N. Y.

National Representatives: SMALL, BREWER & KENT—New York—Chicago—Boston

NEW YORK-City Data-(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated						SALES-				EFFECT		ES			1942
CITY	COUNTY	Total	% of	% of	Dollars	%	% of			TORE G			Dollars				Per Cap	oita
		(in thou- sands)			(in thousands)	of		Food	Gen'i Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	% of State	% of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Herkimer	Herkimer	9.6†	.07	.007	6,427	.10	.011	1,196	1,370	351	463	92	9,253	.06	.008	962	84	110
Hornell	Steuben	15.6†	.12	.012	9,838	.16	.017	2,318	979	906	700	384	17,659	.12	.015	1,128	98	130
Hudson	Columbia	11.5	.09	.009	7,738	.12	.014	2,207	650	624	649	162	11,791	.08	.010	1,025	89	118
Ithaca	Tompkins	20.5	.16	.016	17,048	.27	.030	4,153	1,935	1,254	1,829	529	26,865	.18	.024	1,310	114	150
Jamestown	Chautaugua	43.0	.33	.033	26,250	.42	.047	6,821	3,903	2,918	1,805	824	49,873	.34	.044	1,160	101	133
Johnson City	Broome	18.01	.14	.014	6,604	.11	.012	2,164		561	1,043	248	13,891	.09	.012	770	67	88
Johnstown	Fulton	10.7	.08	.008	5,129	.08	.009	1,541		339	424	128	10,041	.07	.009	941	82	108
Kenmere	Erie	18.61	.14	.014	9,029	.15	.016	3,503	324	359	507	397	17,899	.12	. 016	962	84	110
Kingston	Ulster	28.6†	.22		18,767	.30	.033	5,522	2,443	1,684	1,354	552	31,435	.21	.028	1,100	96	126
Lackawanna	Erie	24.1†	.19	.018	6,099	.10	.011	1,681	308	213	1,620	106	17,198	.12	.015	715	62	82
Larehmont	Westchester	6.0	.05	.005	5,280	.08	.009	2,467	76	213	380	244	5,655	.04	.005	947	82	109
Little Falls	Herkimer	11.1	.09	.008	5,214	.08	.009	1,374	440	382	475	144	9,001	.06	.008	811	71	93
Lockport	Niagara	24.6	.19	.019	14,595	.23	. 026	3,904	2,161	980	1,012	447	23,556	.16	.021	958	83	110
Long Beach	Nassau	9.1	.07	. 007	5,674	.09	.010	2,698	238	217	684	353	9,222	.06	.008	1,018	89	117
Malone		8.71	.07	.007	6,144	.10	.011	1,470	729	450	388	185		.06		1,025	89	118
Mamaroneck	Westchester	13.0	.10	.010	6,026	.10	.011	1,988	265	952	692	216		.10		1,084	94	124
Massona	St. Lawrence	13.6	.11	.010	6,313	.10	.011	1,689	526	474	423	108	9,402	.06	.008		60	79
Middletown,	Orange	22.4	.17	.017	14,826	.24	.026	3,560	1,868	1,472	951	565	22,163	.15	.019	989	86	114
Mineola	Nassau	11.2	.09	.009	7,341	.12	.013	2,246	110	152	771	176	11,753	.08	.010	1,049	91	120
Mount Kisco	Westchester	5.9	.05	.005	5,627	.09	.010	1,670	136	108	265	93	7,103	.05	.006	1,196	104	137
Mount Vernon	Westchester	67.41	.52	.051	42,380	.68	.075	13,483	2,390	2,976	2,648	1,243	81,882	.55	.072	1,216	106	140
Newark	Wayne	9.7	. 07	.007	7,018	.12	.012	1,148	814	230	336	95	7,120	.05	.006	734	64	84
Newburgh	Orange	31.9	.25	.024	23,374	.38	.041	6,580	2,215	2,620	1,783	535	36,752	.25	.032	1,152	100	132
New Rochelle	Westchester	58.5	.45	.045	38,499	.62	.068	9,788	4,004	4,446	3,022	1,029	62,730	.42	.055	1,072	93	123
New York City	5 Counties	6,992.7	54.30	5.337	3,717,667	59.72	6.587	1,000,687	464,378	550,023	539,547	105,052	8,729,607	58.99	7.653	1,248	108	142
Niagara Falls	Niagara	92.0	.71	.070		.81	.089	13,353	7,190	4,312	4,975	1,687	85,164	.58	.075	926	81	106
No. Tonawanda		20.3				.13	.014	2,349	285	312	823	173	16,803	.11	.015	830	72	95
Nerwich	. Chenange	9.0	.07	.007	6,367	.10	.011	1,520	959	330	338	115	8,749	.06	.008	972	85	112
Nyack		5.2	.04	1	.,,	.11	.013	2,228	275	687	269	246	4,991	.03	.004	960	84	110
Ogdensburg		16.5	.13	1				1	926	514	329	228	,	.10	.013	866	75	99
Olean		21.5	.17						3,131	1,626		484		.14	.018	950	83	109
Oneida			. 08						557	382		240		.08	.010	1,097	95	126
Oneonta	Otsego	12.0	.09	.009	9,461	.15	.017	2,310	1,295	685	699	328	12,232	.08	.011	1,019	89	117
Ossining		16.0	.12						468	403		275	16,619	.11	.015	1,039	90	119
Oswego		22.3	.17				1	2,775	551	737	851	355	18,234	.12	.016	816	71	94
Patchogue	Suffolk	7.2	.06			.15			1,153	738	383	273	7,543	.05	.007	1,050	91	121
Peekskill	. Westchester	17.0	.13			1			873	826	1,002	260	18,445	.13	.016	1,085	94	125
Plattsburgh	. Clinton	16.41	.13	.012	11,290	.18	.020	2,545	1,406	902	757	660	13,420	.09	.012	821	71	94

^{*}Withheld to Avoid Disclosure, †1940 Census.



PERHAPS, as our enemies say, we have lived too soft, too long. Perhaps we should more aggressively help to shape our destiny. Yet no one can say Americans lack Faith; we

know Innate Decency will triumph over the evil forces which would exploit us.

Faith in the future enabled the Mirror to lead tabloid newspapers out of the abyss of disrepute. Faith in the people enabled the Mirror to give New York a NEWSpaper in tabloid size that represents a new high in journalism.

The Mirror was the first, and to this day is the only New York morning newspaper, to furnish its readers with news skillfully epitomized from the million-word daily output of all three great news agencies: AP, UP and INS. New features and the best of comics have been added . . . and they stay only when a constantly growing readership wishes them to stay. The frills went out to make room for all the news of all the world.

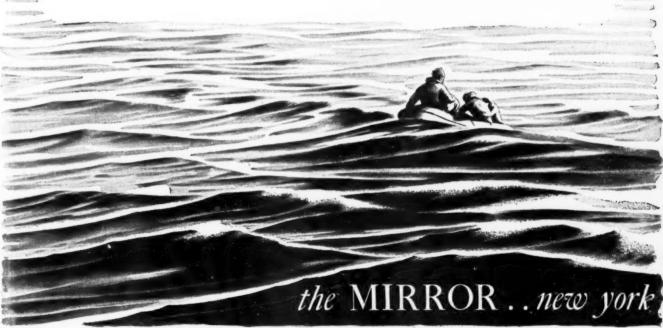
The mission to inform, to transmit significant in-

formation from the newsfronts of the world to a free and articulate people became the first duty of the Mirror. And that is the touchstone of an adult editorial philosophy which seeks to assist people to govern themselves with a wisdom as yet unrecorded, and to help them live better in history's most hectic times.

Just as Faith brought the gull to Rickenbacker, so Faith brought rewards to the Mirror. Today, seven years since it was decided to remake this newspaper to appeal to all straight-thinking families, the Mirror enjoys the largest circulation and the greatest advertising linage and revenue it has ever had.

You'll see the Mirror in the hands of Americans, everywhere. For its readers are a cross-section of the world that is New York. And the one thing this group has in common is *faith* in the things they read in this, their favorite newspaper. More than 750,000 of them buy the Mirror daily; more than 1,700,000 buy it on Sundays.

We are as proud of our readers as they are proud of their Mirror.



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ADVERTISING FEDERATION OF AMERICA . AUDIT BUREAU OF CIRCULATIONS . AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION,



Troy has the extra vitality, the extra power that makes it a "winner" and earns it a place on major market schedules.

A steady influx of workers is adding to the consumers in this busy war work center (1940 A.B.C. City Zone population, 115,264.)

With thousands of women also getting on the production line, wages and employment are at record highs in this major New York market.

The Record Newspapers, the city's sole dailies, provide effective single-medium coverage, reaching 91% of all homes here. And economically, too: only 12c per line!

Let us give you the facts about Troy that you particularly want. Post-War Plans

Because Troy has wide industrial diversity in addition to educational, state and other depression-proof payrolls it will be an important sales field tomorrow, too!

THE RECORD NEWSPAPERS THE

THE TROY RECORD
THE TIMES RECORD

All Advertising Direct

NEW YORK—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 tmated					RETAIL					EFFECT		ES			1942
CITY	COUNTY	Total	% of	%	Dollars	%			FIVE S	TORE G			Dollars	% of	%		Per Cap	ita
		(in thou- sands)			(in		W.S.A.	Food	Gen'i Mdse.	Apparel	Eating & Drinking Places	Drug	(in		of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Port Chester	Westchester	23.1	.18	.018	14,940	.24	.027	4,899	1,038	1,682	1,374	535	24,819	.17	. 022	1,074	93	123
Port Jervis	Orange	9.7	.08	.007	5,713	.09	.010	2,077	408	431	442	199	11,145	.08	.010	1,149	100	132
Poughkeepsie	Dutchess	42.0	. 33	.032	32,517	. 52	.058	9,742	4,730	3,100	2,443	968	48,955	.33	.043	1,165	101	134
Rochester	Monroe	330.2	2.56	.252	215,200	3.47	382	53,188	35,144	23,600	16,842	7,097	387,957	2.62	.340	1,175	102	135
Rome	Oneida	45.0	. 35	.034	13,758	.22	.024	3,696	1,875	1,001	1,036	383	26,549	.18	. 023	590	51	68
Rye	Westchester	9.9	.08	.008	5,237	.08	.009	1,701	105	86	812	152	7,506	. 05	.006	758	66	87
Salamanca	Cattaraugus	9.6	.07	.007	4,629	.07	.008	1,331	398	266	355	144	8,022	.06	.007	836	73	96
Saranae Lake	Essex-Franklin	7.0	.05	.005	5,019	.08	.009	1,083		409	282	171	7,220	. 05	.006	1,031	90	118
Saratoga Springs	Saratoga	12.8	.10	.010	9,683	.16	.017	2,908	584	498	1,244	422			.013	1,166	101	134
Scarsdale	Westchester	13.0	.10	.010	4,731	.08	.008	2,019	219	61	202	221	15,072	.10	. 013	1,159	101	133
Schenectady	Schenectady	100.0	.71	. 076	56,100	.90	. 099	14,761	8,176	5,808	3,931	1,998	115,250	.78	.101	1,153	100	132
Syracuse	Onondaga	210.0	1.6	. 160	137,850	2.22	.244	33,921	20,701	16,021	12,017	4,397	245,616	1.66	.215	1,170	102	134
Tarrytown	Westchester	6.7	.0	5 .005	4,626	.07	.008	1 681	336	279	1	214			.005		81	106

†1940 Census. *Withheld to Avoid Disclosure.



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So we've given Syracusans the news for 114 years—so we have been a part of their lives for 114 years—so we've grown with them—so they've given us an everyday invitation into more than 72,000 homes—so we're trying to keep abreast or a little ahead of the progressive citizenry by continually adding sparkle to sound journalism—so the news of your product will reach them effectively and so they, and you, will want us for another 114 years.

NEW YORK—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIC 1942 timates			٠		RETAIL	SALES-				EFFEC		BUYIN		OME—	1942
CITY	COUNTY	Total	9%	% of	Dollars	% of	%		FIVE S	TORE G			Dollars	% of	% of		Per Cap	ita
		(in thou- sands)	% of State		(in thousands)		of	Food	Gen'i Mdse.		Eating & Drinking Places	Drug	(in thousands)			Doll-		Ratio to U. S. A
Tonawanda	Erie	13.0	.10	.010	5,412	.09	.010	2,084	582	401	647	175	12,979	.09	.011	998	87	115
Troy	Rensselaer	72.0	. 56	. 055	41,500	. 67	.074	11,123	4,179	5,370	3,141	1,218	77,352	. 52	.068	1,074	93	123
Utica	Oneida	104.0	.81	.079	60,650	.98	.108	16,185	7,309	7,621	5,155	1,436	109,250	74	.096	1,050	91	121
Watertown	Jefferson	38.0	.30	.029	21,714	.35	. 039	4,746	3,655	2,583	1,176	647	36,989	. 25	. 032	973	85	112
Watervliet	Albany	16.1	.12	.012	4,550	.07	.008	2,045	43	15	475	59	13,582	.09	.012	844	73	97
Wellsville	Allegany	5.91	. 05	.005	4,926	.08	.009	1,327	478	315	275	155	6,359	. 04	.005	1,070	93	123
White Plains	Westchester	41.4	. 32	.032	46,343	.75	. 082	12,809	4,927	4,972	3,509	1,387	56,170	.38	.049	1,357	118	156
Yonkers	Westchester	140.0	1.09	.107	63,500	1.02	.113	24,498	3,367	5,345	5,632	1,869	152,503	1.03	.134	1,089	95	125
TOTAL ABOVE CIT	IES	10,454.1	81.21	7.979	5,784,358	92.99	10.256	1,546,532	723,172	765,186	709,794	167,260	12,395,443	83.76	10.867	1,185	103	136
STATE TOTAL		12,875.9		9.830	6,221,745		11.031						14,800,050		12.975	1,149		132

†1940 Census. *Withheld to Avoid Disclosure,

For New York County figures, see pages 132, 133, 134, 136, 138.

NEW JERSEY—City Data

	1			[
Asbury Park	Monmouth	15.0	.35	.011	25,275	1.08	.045	4,987	4,898	2,910	2,742	1,151	22,318	.45		1,488	128	171
Atlantic City	Atlantic	60.0	1.42	. 046	65,874	2.82	.117	15,645	7,972	8,265	9,984	3,020	106,534	2.17		1,776	153	204
Bayonne	Hudson	79.2	1.87	. 061	33,071	1.42	.059	11,874	1,935	3,694	4,177	1,001	67,721	1.38	. 059		74	98
Belleville	Essex	28.2†	. 67	. 022	7,691	.33	.014	3,510	149	136	698	330	29,672	.60	. 026		91	121
Bloomfield	Essex	42.5	1.01	. 033	20,049	.86	. 035	7,859	732	1,299	1,648	970	51,084	1.04	. 045	1,199	103	138
Bridgeton	Cumberland	18.0	.42	.014	14,155	.61	. 025	4,069	1,401	1,184	401	377	20,648	.42	.018	1,147	99	132
Burlington	Burlington	10.9†	. 26	.008	6,291	.27	.011	1,740	370	393	525	287	10,823	. 22	.009	992	85	114
Camden	Camden	125.0	2.96	. 095	75,650	3.24	.134	20,030	11,201	6,223	6,307	2,123	157,180	3.20	.138	1,257	108	144
Clifton	Passaic	53.0	1.25	.040	18,651	.80	.033	5,879	210	443	2,272	278	40,677	.83	.036	767	66	88
Collingswood	Camden	14.2	.34	.011	7,290	.31	.013	2,779	343	157	200	331	16,101	.33	.014	1,126	97	129
Dover	Morris	14.0	.33	.011	10,771	. 46	.019	3,645	961	912	681	418	15,636	.32	.014	1,117	96	128
East Orange	Essex	70.0	1.66	. 053	40,709	1.74	.072	11,886	5,460	4,338	2,072	1,738	115,507	2.35	.101	1,650	142	189
Elizabeth.	Union	118.0	2.79	.090	66,458	2.85	.118	19,341	7,257	6,388	6,542	1,432	145,011	2.96	.127	1,229	106	141
Englewood	Bergen	19.0t	.45	.014	16,563	.71	.029	4,186	980	1,488	650	492	30,198	.62		1,592	137	183
Freehold	Monmouth	7.01	.16	.005	7,260	.31	.013	2,004	251	387	367	284	11,420	. 23	.010	1,643	142	189
Garfield	Bergen	30.0	.71	. 023	8,215	.35	.014	3.042	124	7	1.064	140	21,279	.43	.019	709	61	81
Hackensack	Bergen	26.0	.62	.020	45,126	1.93	.080	13,086	6,738	6,505	2,085	1,478	33,616	.70	.029	1,293	111	148
Hoboken	Hudson	59.0	1.39	.045	28,197	1.21	.050	10,607	1,017	2,305	4,792	693	70,167	1.43	.062	1,189	102	137
Irvington	Essex	55.3†	1.31	.042	29,403	1.26	. 052	10,529	1,312	1,840	2,340	1,113	76,003	1.55		1,374	118	158
Jersey City	Hudson	301.2	7.13	. 230	130,184	5.57	.231	46,338	7,107	13,940	15,576	4,881	318,019	6.48		1,056	91	121
Kearny	Hudson	41.5	.98	.032	13,286	.57	.024	5,754	346	337	1.255	559	33,143	.68	.029	799	69	92
Linden	Union	24.11	.57	.019	9,596	.41	.017	3.071	439	276	1,670	121	22,110	.45	.019	917	79	105
Long Branch	Monmouth	20.0	.47	.015	11,294	.48	.020	4,097	658	811	879	550	23,074	.47	.020	1,154	99	132
Maplewood	Essex	23.5	. 56	.018	8,803	.38	.016	3,744	93	140	568	372	21,119	.43	.019	899	77	103
Millville	Cumberland	15.0	. 35	.011	7,627	.33	.014	2,758	548		457	197	15,551	.32	.014	1,037	89	119
Montclair	Essex	44.0	1.04	.034	30,970	1.33	.055	12,365	794	1,981	1,181	1,286	69,977	1.43	.061	1,590	137	183
Morristown	Morris	16.0	.38	.012	20,700		.037	4,835	2,845	1,593	1,011	689	32,022	. 65		2,001	172	230
Newark	Essex	436.6	10 32	.333	355,100		.630	73,843	91,295	39,596	36,180	9,912	713,980	14.55		1,635	141	188

†1940 Census. *Withheld to Avoid Disclosure.

Before using these figures, see explanation page 11.

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			LATIO 1942 imated					RETAIL	ESTIM	ATE	-		EFFECT		BUYING ES			1942
CITY	COUNTY	Total	%	%	Dollars	9%	%			TORE GI			Dollars	%	%	1	Per Cap	ita
		(in thou- sands)	of State	of U.S.A.	(in	% of State	of U.S.A.	Food	Gen'i Mdse.		Eating & Drinking Places	Drug	(in thousands)	of	of	Doll-	Ratio to State	Ratio to U. S. A
New Brunswick	Middlesex	35.0	. 83	.027	35,755	1.53	.063	9,209	2,761	5,395	2,782	1,459	41,794	.85	.037	1,194	103	137
North Bergen	Hudson	39.7†	.94	.030	14,097	.60	.025	4,848	50	149	1,623	256	30,485	.62	.027	768	66	88
Nutley	Essex	22.0†	.52	.017	7,737	.33	.014	3,599	157	89	610	223	25,881	. 53	.023	1,179	102	135
Ocean City	Cape May	4.71	.11	.004	-,	1	1	2,674	435	146	909	163	5,979	.12	.005	1,280	110	147
Orange	Essex	36.3	.86	.028		. 87	.036	9,186	1,240	1,785	1,862	804	52,813	1.08	.046	1,455	125	167
Passaic	Passaic	62.5	1.48	.048	68,500	2.93	.121	18,348	6,324	12,966	6,074	2,121	86,548	1.77	.076	1,385	119	159
Paterson	Passaic	143.8	3.40	.110	120,924	5.18	.214	34,061	17,338	16,290	9,703	3,457	196,200	4.00	.172	1,364	117	157
Perth Amboy	Middlesex	41.21	.98	. 031	32,972	1.41	. 058	7,934	2,841	4,922	2,802	1,111	43,034	.88	.038	1,043	90	120
Phillipsburg	Warren	18.3	.43	.014	7,097	.30	.013	2,329		117	563	69	14,955	.30	.013	817	70	94
Pfainfield	Union	37.5	.89	. 029	36,285	1.55	.064	11,341	4,730	3,345	1,160	878	51,936	1.06	. 046	1,386	119	159
Princeton	Mercer	8.0	.19	.006	8,773	.38	.016	2,907	1,113	884	618	293	12,671	.26	.011	1,584	136	182
Rahway	Union	22.0	. 52	.017	9,216	.39	.016	2,885	356	307	872	247	20,066	.41	.018	912	79	105
Red Bank	Monmouth	13.5	.32	.010	16,254	.70	.029	4,415	1,250	1,315	684	745	15,812	.32	.014	1,171	101	134
Ridgewood	Bergen	14.91	.35	.011	9,683	.41	.017	3,136	401	510		517	23,206	.47	.020	1,552	134	178
Rutherford	Bergen	15.5	.37	.012	9,392	.40	.017	2,851	412	479	333	343	19,793	.40	.017	1,280	110	147
Salem	Salem	9.5	.22	.007	6,264	. 27	.011	1,728	346	403	414	313	10,514	.21	.009	1,107	95	127
Semerville	Somerset	10.0	.24	.008	9,993	.43	.018	2,711	981	742	389	489	13,599	. 28	.012	1,360	117	156
South Orange	Essex	14.1	.33	.011	10,527	.45	.019	3,459	179	249	349	516	20,360	.42	.018	1,444	124	166
Summit	Union	16.6	.39	.013	10,453	.45	.018	3,569	346	801	724	367	19,872	.41	.018	1,197	103	137
Teaneck	Bergen	25.3†	.60	.019	9,212	. 39	.016	5,157	225	133	684	287	27,817	. 57		1,101	95	126
Trenton	Mercer	126.0	2.98	.096	92,500	3.96	.164	25,735	14,733	10,525	7,245	3,271	152,100	3.10		1,207	104	139
Union	Union	25.3†	.60	.019	9,057	.39	.016	3,395	93	263	1,339	344	20,692	.42	.018		71	94
Union City	Hudson	56.21	1.33	.043	44,860	1.92	.079	13,030	8,541	4,935	5,479	1,608	75,231	1.53	.066	1,339	115	154
Vineland	Cumberland	7.91	.19	.006	14,397	. 62	.025	3,627	1,596	1,076	433	559				1,035	89	119
Westfield	Union	18.5	.44	.014	9,481	.40	.017	3,268	541	452	381	398				1,053	91	121
West New York	Hudson	39.41			23,606	1.01	.042	8,385	1,561	3,448		773		-		1,052	91	121
West Orange	Essex	26.1	.62	.020	8,762	. 37	.015	3,856		15	1	239					65	87
Wildwood	Cape May	5.5	.13	.004	7,275	.31	.013	2,667	729	375	1,052	199	4,547	.09	.004	827	71	95
Woodbridge	Middlesex	27.2	.64	.021	7,172	.31	.013	2,801	234	83	1,290	276	22,209	.45		1	70	94
Woodbury	Gloucester	8.3	.20	.006	7,224	.31	.013	2,286	337	290	217	401	11,491	.23	.010	1,383	119	159
TOTAL ABOVE CIT	IES	2,697.0	63.80	2.059	1,788,709	76.57	3.171	518,900	227,286	180,037	162,526	58,949	3,399,077	69.29	2.980	1,260	109	145
STATE TOTAL		4,226.4		3.227	2,335,951		4.142						4,905,800		4.301	1 101		133

†1940 Census.
"Withheld to Avoid Disclosure.

For New Jersey County figures see page 140.

Before using these figures, see explanation page 11.

Please do not attempt to use these figures before reading the complete explanation on page 11 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.

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The Patriot and The Evening News

NET PAID DAILY CIRCULATION OVER 80.000

PENNSYLVANIA—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL :	SALES- ESTIMA	1942 TE			EFFECT		BUYING			1942
CITY	COUNTY	Total			Dollars	at l	97		FIVE S	TORE G			Dollars	a/	Ø/		Per Cap	ita
		(in thou- sands)	% of State	of U.S.A.	(in thousands)	% of State	of U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in	% of State	% of U.S.A.	Doll-	Ratio to State	Ratio to U. S. A
Aliquippa	Beaver	27.0	.28	. 021	11,119	. 26	.020	3,384	3,276	632	790	322	21,813	.24	.019	807	87	93
Allentown	Lehigh	102.0	1.05	.078	67,150	1.54	.119	15,295	12,095	8,028	4,503	1,931	105,840	1.17	. 093	1,038	111	119
Altoena	Blair	76.0	.78	.058	44,100	1.01	.078	13,373	8,161	4,987	2,695	1,352	73,438	.81	. 064	966	104	111
Ambridge	Beaver	19.0	.20	.014	10,452	.24	.019	3,607	849	1,008	892	447	16,253	.18	.014	857	92	98
Beaver Falls	Beaver	18.0	.19	.014	14,132	.32	.025	3,451	2,172	1,766	672	419	16,797	.19	.015	933	100	107
Berwick	. Columbia	13.21	.14	.010	5,254	.12	.009	1,565	1,257	531	266	169	9,691	.11	.008	735	79	84
Bethiehem	Lehigh-	ĺ																
	Northampton	63.0	.65	.048	28,931	.68	. 051	9,234	2,636		1,932	1,385	52,209	. 58	. 046	829	89	95
Bloomsburg	. Columbia	9.8	.10	.007	6,645	.15	.012	1,682	1,048		203	321	9,098	.10	.008	928	100	107
Braddock	. Allegheny	18.3	.19	.014	14,809	.34	.026	3,794	1,718	1,835	976	483	18,626	.21	.016	1,016	109	117
Bradford	. McKean	17.7	.18	.014	13,512	.31	.024	3,579	1,007	1,631	734	556	21,546	. 24	.019	1,217	131	140
Butler	Butler	25.5	.26	.019	21,834	.50	.039	4,890	3,760	2,003	1,099	669	24,827	.27	.022	974	105	112
Canonsburg	. Washington	13.0	.13	.010	6,336	.15	.011	2,063	533	738	451	170	10,180	.11	.009	783	84	90
Carbondate	Lackawanna	19.4				1		2,566	589	915	625	285	17,954	.20	.016	927	99	106
Carlisle	Cumberland	15.4	.16	1				2,269	1,406	6	1	319					98	105
Carnegie	Allegheny	12.7		1					525			229		1	1		102	109
Chambersburg	Franklin	14.9	.15	.011	10,806	. 25	.019	2,330	1,270	1,069	628	432	14,511	.16	.013	977	105	112
Charleroi	Washington	10.6							1,468		1	286	,		1	1	103	110
Cheltenham		19.1					1		1,400	81	1	358		1			100	107
Chester		80.0		1	-,	1	1	1	5,813			1.896	,		1		112	120
Clairton		16.4		1	1	1	1	1	252			.,				1	93	99
Clearfield	. Clearfield	9.4	.10	.00	6,68	.18	.012	1,772	934	50	7 331	249	8,394	. 09	.00	893	96	103
Coatesville		15.5							677				-9		1		93	100
Connellsville		14.4						1	1,116	1		3					-	95
								1	473	-					1		96	102
Darby		15.0			-,						-			1	1			85
Dormont		13.0							1	* 20		424				2 1,011		116
Doylestown		5.0													1	5 1,225		141
Du Bois				-			-			-		1			1			107
Duquesne		20.7		1			1	1	1	-	-	-					-	98
Easton	Northampton	37.0	.3	8 .02	8 27,21	9 .6	2 .04	7,020	5,07	7 3,82	4 1,640	1,117	7 39,77	.4	.03	5 1,075	115	123
Ellwood City		13.7					1	1	70	_	-	1					-	93
Erie		. 125.0				1		1	1	1		1				2 1,02	1	118
Franklin	Venango	9.9	1. 1	00.00	8 6,55	1 .1	5 .01	1,905		* 69	9 *	23	7 11,49	1 .1	3 .01	0 1,15	124	133
Greensburg	Westmoreland	. 17.6	.1	8 .01	4 16,96	7 .3	9 .03	0 3,427	3,75	9 1,71	7 911	68	5 14,90	3 .1	6 .01	3 84	91	97
Greenville	Mercer	8.1	.0	.00	5,89	1 .1	4 .01	1,566	54	6 47	9 230	19	7 8,94	7 .1	.00	8 1,09	118	126
Hanover	York	. 13.6	.1	4 .01	0 9,53	3 .2	2 .01	7 1,925	1,24	6 1,13	318	20	0 13,76	7 .1	5 .01	2 1,01	109	116
Harrisburg	Dauphin											3,69				0 1,32		152
Hazleton	Luzerne										-	1				1 1,00		
Homestead	Allegheny		1				-	-1 -,	1			1			-	7 1,58	-	
Huntingdon	Huntingdon							1								7 1,07	1	
Indiana	Indiana	. 6.1	В .0	7 .00	05 10,25	13 9	.01	8 1,966	2,20	00 72	24 59	2 42	9,39	2 .1	0 0	1,38	1 148	159
Jeannette			-					1	1		1	1						
Jerkintown				05 .00			27 .02	-		-	22 410			-		04 1,01	_	
zer zintown	wiontgomery	3.1	1 .6	.01	11,70		.02	3,23	1,90	47	411	18	0,00		.00	74 1,01	109	11

1940 Census.
Withheld to Avoid Disclosure.

PITTSBURGH PAYS ATTENTION TO WCAE

PERTINENT point to consider in your plans for Pittsburgh is the steadily mounting preference for WCAE.

Measured by the Hooper yardstick, the facts in the case are:

- During the Fall and Winter of 1942-1943, the average daytime quarter-hour rating on WCAE was double that of 1941-1942.
- Rating on the afternoon "Tune Factory" during this same period tripled!

That's more than a straw-in-the-wind in a rich industrial market of two million customers.* It's undeniable proof of growing popularity... another reason why advertisers get results from WCAE.

* Metropolitan district only

The KATZ AGENCY

New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

5000 WATTS PITTSBURGH 1250 K.C.
MUTUAL BROADCASTING SYSTEM



PENNSYLVANIA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL					EFFECT	SY.	ES	INC	OME TE	1942
CITY	COUNTY	Total	9%	%	Dollars	%	gg			TORE GI			Dollars	%	92		Per Cap	pita
		(in thou- sands)	% of State	of	(in thousands)	of	of U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in	of State	% of U.S.A.	Doll-	Ratio to State	Ratio to U. S. A
Johnstown	Cambria	66.7	.69	.051	51,800	1.19	.092	10,209	15,541	4,035	2,784	1,458	68,295	.75	.060	1,024	110	118
Kingston	Luzerne	20.71	.21	.016	10,023	.23	.018	2,673		177	496	242	20,794	. 23	.018	1,006	108	115
Kittanning	Armstrong	7.5	.08	.006	7,885	.18	.014	1,591	1,393	802	420	388	7,242	.08	.006	966	104	111
Lancaster	Lancaster	61.3	. 63	. 047	49,550	1.14	.088	9,248	9.354	4,950	3,310	1,867	80,892	. 89	.071	1.320	142	152
Lansdale	Montgomery	9.3	.10	.007	5,968	.14	.011	1,753	294	433	102	234	9,657	.11	.008	1,038	111	119
Lansdowne	Delaware	10.8	.11	.008	5,190	.12	.009	2,061		105	296	306	8,765	.10	.008		87	93
Latrobe	Westmoreland	16.0	.16	.012	6,179	.14	.011	2,193	987	444	215	178	10,868	.12	.010	679	73	78
Lebanon	Lebanon	28.0	. 29	.022	17,202	.39	.030	3,300	2,798	1,925	1,001	664	29,335	.32	.026	1,048	112	120
Lewistown	Mifflin	13.6	.14	.010	11,631	.27	.021	2,801	1,890		652	489	14,040	.16	.012	1,032	111	118
Lock Haven	Clinton	10.8	.11	.008	7,904	.18	.014	1,984	1,419	726	464	317	10,721	.12	.009		107	114
Lower Merion	Montgomery	39.61	.41	. 030	27,416	. 63	.049	6,376	2,703	1,990	1,694	1,037	43,070	.48	.038	1,089	117	125
McKeesport	Allegheny	60.0	.62	. 046	36,275	.83	.064	12,039	4,737	4,328	2,028	1,354	56,890	. 63	.050	948	102	109
McKees Rocks	Allegheny	17.01	.17	.013	7,706	.18	.014	2,584	338	428	952	363	17,308	.19	.015	1,018	109	117
Mahanoy City	Schuylkill	13.4	.14	.010	5,338	.12	.009	1,742	517	614	629	157	10,841	.12	.010	807	87	93
Meadville	Crawford	21.3	.22	.016	15,489	. 35	.027	3,509	2,338	1,354	833	620	21,364	.24	.019	1,003	108	115
Monessen	Westmoreland	20.3	.21	.016	7,228	.17	.013	2,175	557	827	676	298	16,066	.18	.014	791	85	91
Mount Carmel	Northumberland	15.0	.15	.011	5,572	.13	.010	1,677	980	684	513	177	12,768	.14	.011	851	91	98
Nanticoke	Luzerne	24.41	.25	.019	8,741	. 20	.015	2,691	646	930	791	275	20,725	.23	.018	850	91	98
New Castle	Lawrence	47.6	.49	.038	27,995	.64	. 050	7,113	4,558	2,793	1,561	1,000	48,695	.54	.043	1,023	110	117
New Kensington	Westmoreland	24.1	.25	.018	17,152	.39	.030	3,584	2,367	2,929	908	540	28,242	.31	. 025	1,172	126	135
Norristown	Montgomery	38.0	.39	. 029			.040	6,049	3,921	1,960	1,314	1,059	36,944	.41	. 032	972	104	112
Oil City	144	20.1	.21	.015	12,963	.30	. 023	3,498	1,893	1,149	906	313	22,615	. 25	.020	1,125	121	129
Philadelphia	Philadelphia	2,124.5	21.87	1.622	1,155,000	26.47	2.048	269,060	282,544	124,951	115,638	40,080	2,189,160	24.18	1.919	1,030	111	118
Phoenixville	Chester	12.31		.009		1		1,677	404	259	355	301	11,055	.12	.010	900	97	103
Pittsburgh	Allegheny	671.7	6.91	.513			1				46,919	18,034	807,012	8.92	.708	1,201	129	138
Pittston	Luzerne	17.1	.18			1			1,153			358		1			94	100
Pottstown	Montgomery	21.7	.22			1		3,571	1,710	1	1	642	22,785	, 25	. 020	1,050	113	121



Zulu Joe has the Licked!

Zulu Joe has the Licked!

Coverage Problem Licked!

. . . and nothing complicated about it either, any more than it's complicated to get coverage of the Pittsburgh Market. Here's why:

- Most of the families (better than 6 out of 10) live outside the A. B. C. City of Pittsburgh.
- 2. The majority of these families live and work in 144 cities and towns surrounding Pittsburgh where the Post-Gazette offers 50% more coverage than any other Pittsburgh daily newspaper.
- 3. The Post-Gazette's city circulation is the second largest in Pittsburgh, all of which is "the why" that only the Post-Gazette gives effective, balanced coverage of the entire Pittsburgh Market.

PITTSBURGH POST-GAZETTE

PAUL BLOCK AND ASSOCIATES - NATIONAL REPRESENTATIVES

New York * Chicago * Philadelphia * Boston * Detroit * San Francisco * Los Angeles * Seattle

		1	LATION 1942 imated					RETAIL	ESTIMA	ATE			EFFECT		D ES			942
CITY	COUNTY	Tetal	% of	% of	Dollars	%	% of			TORE GF	iollars)		Dollars	% of	% of	F	er Capi	
		(in thou- sands)		of U.S.A.	(in thousands)		U.S.A.	Food	Gen'i Mdse.		Eating & Drinking Places	Drug	(in thousands)			Doll-	Ratio to State	Ratio to U. S.
ottaville	Schuylkili	25.0	. 26	.019	18,991	.43	.034	3,320	4,111	2,889	939	716	26,157	.29	.023	1,046	112	120
unxsutawney	Jefferson	9.5†	.10	.007	6,674	.15	.012	1,862	1,024	728	298	235	11,688	.13	.010	1,233	132	142
leading	Berks	113.2	1.17	.088	72,500	1.66	.129	19,179	10,264	9,018	5,667	2,386	115,420	1.28	.101	1,020	109	117
cranton	Lackawanna	139.4	1.43	.107	77,600	.178	.137	21,246	11,900	11,176	6,299	2,205	143,592	1.59	.126	1,030	111	118
hamokin	Northumberland	18.8	.19	.014	11,716	.27	.021	2,958	1,657	1,635	845	621	18,808	.21	.017	1,000	107	115
haron	Mercer	26.6	.27	. 020	18,477	.42	.033	3,981	3,289	1,885	899	595	30,165	.33	.027	1,134	122	130
henandoah	Schuylkill	19.81	.20	.015	8,720	.20	.015	1,939	935	1,128	904	460	15,314	.17	.014	774	83	89
omerset	Somerset	5.41	.06	.004	6,827	.16	.012	1,120	650	439	469	162	5,754	.06	.005	1,060	114	122
tate College	Centre	6.21	.06	. 005	5,995	.14	.011	1,510		505	895	310	9,191	.10	.008	1,476	158	169
troudsburg	Monroe	6.3	.06	.005	7,118	.16	.013	1,733	1,855	424	399	238	8,187	.09	.007	1,300	139	149
unbury	Northumberland	15.5†	.16	.012	9,459	.22	.017	2,490	1,366	1,129	589	414	17,632	.19	.015	1,140	122	131
amagua	Schuylkill	12.5	.13	.010	5,347	.12	.009	1,600	468	595	536	158	10,881	.12	.010	870	93	100
arentum	Allegheny	9.81	.10	.008	6,765	.15	.012	2.149	629	735	309	281	10,745	.12	.009	1.091	117	125
itusville	Crawford	8.11	.08	.006	5,739	.13	.010	1,785	439	541	303	156	10,363	.11	.009	1,275	137	146
urtie Creek	Allegheny	9.8	.10	. 007	5,610	.13	.010	1,915	279	612	477	160		.12		1,126	121	129
Iniontown	Fayette	21.8†	.22	.017	25,301	. 58	.045	4,680	5,793	2,347	1,438	853	19,892	.22	.017	912	98	105
Jpper Darby	Delaware	56.91	.59	.044	33,034	.76	.058	8,164	2,930	2,701	2,627	2,221	65,114	.72	.057	1,145	123	131
andergrift	Westmoreland	16.4	.17	.013	5,361	.12	.010	1,690	362	670	104	239	9,549	.11	.008	582	62	67
Warren	Warren	14.9	.15	.011		.40		2,766	8,335	891	717	307		.18		1,078	116	124
Washington	Washington	26.4	.27	.020		.50		5,913	3,092	2,163		904		.29		1,008	108	116
Waynesboro	Franklin	10.2	.11	.008	5,490	.13	.010	1,379	459	419	209	217	9,951	.11	.009	973	104	112
West Chester	Chester	13.3	.14	.010	13,236	.30	.023	3,322	1,228	927	658	501	13,863	.15	.012	1,042	112	120
Vilkes-Barre	Luzerne	81.5	.84	.062	58,070	1.33	.103	13,132	14,494	8,849	4,467	1,826	97,464	1.08	.086	1,196	128	137
Wilkinsburg	Allegheny	30.0	.31	. 023	13,959	.32	. 025	4,577	896	1,025	545	912	37,270	.41	. 033	1,242	133	143
Williamsport	Lycoming	46.4	.48	. 038	33,100	.76	.059	7,636	5,459	4,575	2,129	1,441	59,885	.66	.052	1,291	139	148
fork	York	59.7	.61	.046	47,300	1.08	.084	9,544	8,049	5,048	3,053	1,479	74,244	.82	.065	1,244	133	143
TOTAL ABOVE CIT	IES	5,336.0	54.92	4.07	3,293,098	75.48	5.839	793,090	679,348	334,941	270,113	118,188	5,612,693	62.06	4.924	1,051	113	120
STATE TOTAL		9,716.4		7.41	4,362,657		7.735						9,051,600		7.935	932		. 107

†1940 Census. *Withheld to Avoid Disclosure,

For Pennsylvania County figures, see pages 142, 144, 146. Before using these figures, see explanation page 11.

This Problem of

ABSENTEEISM

Many an advertising schedule has been lost because of absenteeism—failure to keep your story coming regularly to the men who determine the selection of media.

It's not enough to shoot your message to one man and hope it gets through to all the people who put their feet under the conference table. You have to sell them all . . . keep the facts coming to their desks regularly . . . the complete, unadulterated facts, ungarbled by devious and second-hand transmission.

Logic and research point to the sales executive as a *must* contact in the solicitation of advertising schedules. If he's going to be held responsible for the sale of the goods, he's going to be sure that the choice of selling tools—including advertising—is dictated by his problem.

His decisions are necessarily based on careful study and first-hand knowledge of facts. He can't afford snap judgments. Can your story afford to be an absentee from his desk?

More sales executives reach for SALES MANAGEMENT than for any other magazine in the field.

WILMINGTON, DELAWARE 1150 KC

Covers a wealthy industrial and agricultural market (Delaware, southern New Jersey and parts of Maryland, Pennsylvania and Virginia) now booming with war production. For information as to how WDEL can do a standout selling job for you, write direct, or to

PAUL H. RAYMER CO.

5000 WATTS DAY & NIGHT

THE NBC BASIC STATION IN THE "LAND OF PLENTY"

South Atlantic States—County Data

DELAWARE-County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO		12			NURE OF		RETAIL S		—1942 MATE	EFFECTIV		YING ESTI			SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of	% of U.S.A.	Per- sons per	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Doffars (in	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Kent	185.7	11.36 67.39 21.25	.142	3.4	21.7 69.1 15.1	5.3	20.46	25.49	32.96	122,476	64.58	.217	236,978	75.63	.208	1,276	9,125	.197	133
STATE TOTAL	275.5		.210	3.3	52.3	17.1	33.21	37.33	29.63	189,643		. 336	313,355		.275	1,137	52,355	. 266	127

For Delaware City figures, see page 182.

Before using these figures, see explanation page 11.

1942 Population Estimates on Tabular Pages

Population estimates on these pages are for civil populations only. County estimates, which are based on sugar rationing registrations, have been furnished by the U.S. Bureau of Census, and apply as of May 1, 1942. City estimates, furnished by local sources—chiefly chambers of commerce—are for August 1, 1942. This difference in computation dates should be borne in mind when consulting these pages, particularly where the city and its county are one and the same area.



WHEN YOU BUY WBAL





ONE OF AMERICA'S GREAT RADIO STATIONS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



You're Reaching the GREATEST Convention City in the World When You Use WOL

Over 1,425,000 people are now within earshot of WOL in the metropolitan District of Columbia area. They represent a buying power of over a billion and a half. Their buying power is steadily increasing . . . and so is their loyalty to WOL.

Affiliated with Mutual Broadcasting System . . . Spot Sales Inc., Rep.



DISTRICT OF COLUMBIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat		12			NURE OF	F	RETAIL S	ESTIN	-1942 MATE	EFFECTI	SXI		INCO		SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% ef U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Washington, D. C42	821.3		. 627	3.1			51.94	121.50	41.42	695,328		1.232	1,186,750		1.040	1,445		.983	157

For District of Columbia City figures, see page 182.

MARYLAND—County Data

Ailegany (Cumberland)40	88.3	4.66	.067	3.5	58.3	7.1	9.69	12.15	22.98	41,377	3.73	.073	98,961	4.40	.087	1,121	1,641	.080	119
Anne Arundel	80.7	4.26	.082	3.5	19.1	17.3	8.53	6.59	26.04	35,488	3.19	.063	50,242	2.23	.044	623	4,734	.044	71
1Baltimore (Baltimore)39	1045.3	55.15	.798	3.5	87.5	2.4	114.69	150.42	30.67	636,552	57.29	1.129	1,582,063	70.27	1.387	1,514	10,339	1.055	132
Calvert	10.3	.54	.008	3.8		65.8	1.32	1.06	14.05	4,464	.40	.008	6,297	.28	.006	610	2,591	.006	75
Caroline39	16.8	. 89	.013	3.1		46.6	2.43	2.43	15.64	9,162	.82	.016	12,576	.56	.011	748	4,483	.011	85
Carroli	39.8	2.10	.030	3.3	12.0	37.3	5.41	4.08	17.72	20,846	1.88	.037	29,458	1.31	.026	740	9,459	. 025	83
Cecil38	28.6	1.51	.022	3.4	13.3	31.5	3.15	3.18	19.29	13,828	1.24	.025	19,436	.86	.017	680	4,694	.017	77
Charles	19.8	1.05	.015	4.0		55.0	2.03	1.74	17.16	7,268	.65	.013	9,205	.41	.008	465	3,317	.009	60
Dorchester	25.4	1.34	.019	3.3	36.1	29.9	3.45	3.79	16.15	15,276	1.38	.027	20,720	.92	.018	815	4,222	.018	95
Frederick39	54.9	2.90	.042	3.5	34.3	33.5	7.41	6.90	20.63	41,115	3.70	.073	54,555	2.42	.048	993	12,170	.044	105
Garrett	20.3	1.07	.015	4.0		50.1	2.79	2.16	11.06	9,274	.84	.016	11,195	.50	.010	552	2,931	.010	67
Harford39	39.4	2.08	.030	3.4	14.2	41.0	4.42	3.85	21.82	20,575	1.85	.036	28,187	1.25	. 025	715	8,398	.024	80
Howard39	19.0	1.00	.014	3.8		38.7	2.23	1.74	17.24	10,213	.92	.018	12,771	.57	.011	673	3,579	.011	79
Kent39	13.1	.69	.010	3.1	20.5	31.2	1.91	1.80	13.76	9,539	. 86	.017	12,700	. 56	.011	967	3,772	.009	90
Mentgomery	96.3	5.08	.074	3.4	9.1	16.8	13.92	7.82	46.18	57,362	5.16	.102	71,931	3.19	. 063	747	6,399	.063	85
Prince Georges	106.5	5.62	.081	3.7	20.5	17.1	12.54	8.81	36.49	47,399	4.27	.084	65,118	2.89	.057	611	6,221	. 063	78
Queen Annes39	13.0	.68	.010	3.2		49.2	1.81	2.10	10.53	6,595	.59	.012	8,818	.39	.008	680	4,492	.008	80
St. Marys39	15.4	.81	.012	4.1		56.0	1.67	1.41	10.24	5,353	.48	.009	6,622	.29	.006	430	3,009	.008	67
Somerset	19.0	1.00	.015	3.3	18.6	30.2	3.24	2.31	13.35	6,949	.63	.012	8,911	.40	.008	469	3,223	.010	67
Talbot39	17.2	.91	.013	3.1	24.1	35.8	2.48	2.79	17.34	15,342	1.38	.027	19,815	. 88	.017	1,151	3,921	.016	123

¹Baltimore County combined with the City of Baltimore.

Before using these figures, see explanation page 11.

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The WORLD'S LARGEST Advertising Medium* Blankets America's 6th Retail Market



* For the eleventh consecutive year, The Washington Star, daily eleventh consecutive and Sunday, has carried more advertising than any other newspaper ANYWHERE . . . more lineage than any other one publication!

N WAR AS IN PEACE . . . every year for more than a decade, The Washington Star has carried more advertising than any other advertising medium in the world.

To alert salesmanagers and advertising men, it proves this: The Star is the most important advertising medium in the Washington market . . . and the most

years of reader acceptance. Since 1852 The Star has been read thoroughly and believed in by its readers. 2) Concentrated Circulation Leadership. Star advertisers benefit by the largest circulation-morning, evening or Sunday-of any Washington newspaper, concentrated 97 per cent in Washington and its retail trading area.

> To sell goods . . . to create goodwill . . . to inform national leaders . . . to maintain public recognition . . . The Star is the one medium for Washington.

WASHINGTON,

NEW YORK OFFICE: Dan A. Carroll, 110 E. 42d St. Ashland 4-8690 CHICAGO OFFICE: J. E. Lutz Tribuzze Tower Superior 4680 CHICAGO OFFICE: J. E. Lutz Superior 4680

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			ULATIO (Estima		42			NURE OF		RETAIL S			EFFECTI	SIII		INCO		SAL ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sens per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of	% of	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Washington41	71.7	3.78	. 055	3.4	47.2	18.2	7.72	9.98	21.64	51,212	4.61	.091	65,087	2.89	. 057	928	6,568	.050	91
Wicomico39	33.8	1.79	.026	3.1	38.6	29.4	4.92	4.82	18.71	28,588	2.57	.051	34,813	1.55	.030	1,028	5,231	.028	104
Worcester39	20.7	1.09	.016	3.1	12.9	38.8	3.00	2.98	13.32	17,284	1.56	.031	22,019	.98	.019	1,065	6,329	.015	94
STATE TOTAL	1895.3		1.447	3.4	59.3	13.3	220.76	244.92	26.70	1,111,061		1.970	2,251,500		1.974	1,190	121,723	1.624	112

For Maryland City figures, see page 182.

VIRGINIA—County Data

					1				1			1							
Accomack39	30.5	1.09		3.2	****	40.2	3.68	5.28	9.98	5,078	.58	.009	10,243	.57	.009	336	6,576	.012	52
Albemarie114	45.6	1.63		3.9	44.0	36.2	5.31	5.47	20.36	19,228	2.19	.034	36,956	2.07	. 032	810	3,258	.032	91
Alleghany 109	28.2	1.01		4.0	78.4	11.8	3.13		20.93	10,215	1.16	.018	22,804	1.28	.020	810	847	.020	91
Amelia114	7.9	.28	.006	3.9		90.1	1.24	.70	8.75	886	.10	.002	1,512	.08	.001	191	1,366	.002	33
Amherst109	20.0	.72	.015	4.0		59.1	2.20	1.93	13.05	2,050	.23	.004	4,320	.25	.004	216	1,769	.006	40
Appomattox109	8.4	.30	.006	3.9		72.6	1.09	.94	10.06	1,795	.20	.003	4,271	.24	.004	510	1,217	.004	67
Arlington42	115.4	4.13	.088	3.1	100.0		12.57	12.11	45.94	39,225	4.47	.070	76,301	4.28	.067	661	100	.076	86
Augusta111	56.2	2.01	.043	3.8	36.9	36.4	6.84	5.99	19.04	17,922	2.04	.032	35,050	1.97	.031	624	6,455	.030	70
lath31	6.6	.24	.005	4.0		57.5	.90	.64	16.25	1,071	.12	.002	2,593	.15	.002	395	899	.003	60
ledford109	28.3	1,02	.022	3.8	13.4	65.8	4.00	2.83	10.54	4,215	.48	.007	8,698	.49	.008	307	3,453	.009	41
Bland113	6.8	.24	.005	4.3		74.5	.87	.55	8.40	426	.05	.001	1,405	.08	.001	206	1,046	.002	40
Sotetourt113	15.0	.54	.012	3.9		55.4	2.21	1.46	9.43	1,939	.22	.003	4,314	.24	.004	287	2,007	.006	50
Brunswick114	19.3	.69	.015	4.3		81.0	2.12	1.97	10.77	2,915	.33	.005	6,463	.36	.006	335	2,648	.007	47
Buchanan	29.8	1.07	.023	4.8		48.0	2.97	3.04	11.42	4,481	.51	.008	8,992	.50	.008	302	1,602	.011	48
Buckingham114	13.0		.010			75.5	1.86	.99	7.91	1,146	.13	.002	3,142	.18	.003	242	1,290	.005	50
Campbell (Lynchburg) 109	75.3	2.70	.058	4.1	67.2	21.0	7.59	9.50	18.03	32,748	3.73	.058	61,547	3.45	.054	817	2,594	. 051	88
Caroline114	12.2	.44	.009	4.0		76.6	2.04	.98	12.16	1,758	.20	.003	4,107	.23	.004	338	1,519	.005	56
Carroll	23.8	.85	.018	4.1	5.4	79.9	4.06	1.67	10.08	2,241	.26	.004	4,612	.26	.004	193	2,652	.005	28
Charles City114	4.4	.16	.003	4.2		48.6	. 66	.23	4.17	240	.03		1,021	.06	.001	230	386	.001	33
Charlotte114	14.3		.011	4.2		85.3	1.58	1.77	8.54	1,422	.16	.003	3,406	.19	.003	239	2,283	.005	45
Chesterfield	28.8	1.03	.022	3.6	10.2	29.1	4.81	2.79	21.61	3,781	.43	.007	8,579	.48	.008	298	1,610	.011	50
Clarke	6.8	.24	005	3.5	10.2	43.8	.80	.95	16.87	1,821	.21	.003	4,199	.24	.004	616	1,264	.004	80
Craig109	3.5		003	3.8		72.7	.57	.34	7.32	473	.05	.001	1,284	.07	.001	366	565	.001	33
Culpeper	12.4	.44	.009	3.7	*****	60.0	1.81	1.32	13.71	4,019	.46	.007	8,105	.45	.007	653	2,259	.007	78
Cumberland	6.9		.005			88.1	1.12	.51		510	.06	.001	1,487	.08	.001	217	954	.002	40
Dickenson140	21.6	.77	.016	4.7		58.6	2.08	2.08	8.51	2,724	.31	.005	5,839	.33	.005	271	1,192	.008	50
6Dinwiddie114	48.9		.037	4.1	62.8		3.88	7.38	16.38	20,152	2.29	.036	37,891	2.12	.033	775	2,508	.031	84
Elizabeth City110	47.7	1.71	. 036	3.3	24.8	4.6	4.10	3.41	24.63	9,313	1.06	.017	20,956	1.18	.018	439	537	.018	50
Esses	6.8		.005	3.7		73.9	1.13	.52	14.50	1,450	.17	.003	2,648	.15	.002	390	777	.003	60
Fairfax42	54.5		.042	3.6	6.2		6.17	2.58	27.29	6,030	.69	.011	13,038	.73	.011	239	3,111	.015	36
Fauquier	20.4	72	016	2.0		66.1	2.60	2.31	14.08	5,694	. 65	.010	12,343	.69	.011	606	4,269	.010	63
			.016		*****	88.0	2.12			1,248	.14	.002	2,945	.17	.003	259	1,729	.003	33
Floyd	11.4		.009	3.7	****	87.0	1.21	.70	7.39	795	.09	.001	1,936	.11	.002	283	815	.003	60
Fluvanna	6.8								10.28	2,711	.31	.005	5,983	.34	.005	256	3,299	.006	33
Franklin113 BFrederick44	23.4 26.2		.018	4.2 3.7	46.3	80.2 30.6	3.45	2.08 3.48	10.51	11,432	1.30	.020	22,236	1.25	.020	848	2,321	.018	90
011 113	15.7	8.0	010	4.0		E1 7	1 62	1 50	12.05	2,573	.29	.005	5,250	.29	.005	334	1,300	.006	50
Giles113	15.7		.012			51.7	1.62	1.50	13.95	1,905	.22	.003	3,881	.22	.003	403	712	.005	71
Gloucester114	9.6		.007	3.4	*****	65.1		.46	7.37	600		.003		.09	.003	203	1,196	.002	33
Goochland114	7.8		.006			92.1	1.29	.42		-	.07		1,586			392	2,419	.002	47
Grayson113 Greene114	22.7		.017	4.0	8.2	67.3 85.4	3.19	1.76	8.95	4,439	.51	.008	8,880 1,171	.50	.008	240	489	.001	25
																404	,	000	20
Greensville	14.5		.011		18.4		1.25	1.88 5.10		3,065 6,545		.005	6,259 13,440	.75	.005	431 346	1,533 6,450	.006	55 43
Hanover114	17.6		.014		14.1	60.3	2.76	1.41	12.23	3,106		.006	7,329	.41	.006	415	2,111	.007	50
Henrico (Richmond) 114	245.5		.187		82.1		22.46	39.15		173,211		.307	320,974		. 281	1,308	2,293	.234	125
10Henry108	40.4		.031		27.6		3.66	4.25			1.10	.017	18,835		.017	466	1,501	.019	61
bilabland 111		1.	000			70.0	70			970	0.0	001	1 201	07	001	210	972	.001	33
Highland111	4.1			111111111111111111111111111111111111111		79.9	.74	.35		359		.001	1,301	.07	.001	319	972		60
Isle of Wight112	13.4	1	.010		44 5	66.1	1.25	1.87		2,545		.005	5,710		.005		2,572 599	.006	75
11James City114	10.8		.008	1	44.5		.92	. 82		3,494		.006	7,086	.40	.006	658		.002	40
King and Queen	6.3		.005		*****	85.6	1.18	.39		430		.001	1,404		.001	222	884 755		20
King George42	5.9	.21	.005	3.3		64.4	.91	. 35	9.22	586	.06	.001	1,492	.08	.001	254	/33	.001	21

¹Albemarle County combined with Charlottesville (independent city). 2Alleghany County combined with Clifton Forge (independent city). 3Arlington County combined with Alexandria (independent city).

⁴Augusta County combined with Staunton (independent city). 5Campbell County combined with Lynchburg (independent city). 6Dinwiddie County combined with Petersburg (independent city).

⁷Elizabeth City County combined with Hampton (independent city). 8Frederick County combined with Winchester (independent city).

⁹Henrico County combined with Richmond (independent city). 10Henry County combined with Martinsville (independent city). 11James City County combined with Williamsburg (independent city).

Yes, WTAR is one of the 412 (See pages 33 through 42) The Station most people listen to most in the fabulous NORFOLK MARKET

Reach more of the folks who can buy the most via WTAR-

The Norfolk Market - Norfolk - Portsmouth-Newport News and surrounding territory—has a population of more than one million, one hundred ninety-five thousand, four hundred sixty-three. The Effective Buying Income of this great market was three hundred and one million, four hundred eighty-five thousand dollars last year—larger than for any other market in Virginia and more than one-fifth of the total for the entire State. Newport News, with one thousand, three hundred fifty-eight dollars for every man, woman and child, lead the State in Effective Buying Income per capita — with Norfolk and Portsmouth crowding close behind with one thousand and seven dollars per capita. (All E. B. I. figures from Sales Management.)

The Norfolk Station WTAR now carries more of the Nation's favorite programs, including the "top ten" than all the other stations in this entire area combined. The thousands of newcomers to the Norfolk area soon learn to tune to WTAR for the National programs they have always preferred. And local programs on WTAR are keyed to the special interests of folks in this nautical war-booming market.

In short, WTAR is so overwhelmingly favored by folks in the Norfolk area that your message on WTAR reaches more listeners more often than if you used all the other stations in this great market combined. WTAR is the station most people listen to most in Norfolk.

You can convert buying income into SALES when you tell your story on WTAR.

5,000 WATTS
DAY and NIGHT
NBC NETWORK

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NORFOLK WRGINIA

VIRGINIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ILATIO Estimat	ted)	142		HOI	NURE OF MES-194		RETAIL S.		1942 WATE	EFFECTIV		YING			ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
King William	7.5	.27	.006	3.7		48.0	1.09	.81	15.72	1,969	.22	.003	4,250	.24	.004	569	700	.004	67
ancaster	7.5	.27	.006	3.4		40.4	1.67	.51	6.27	1,867	.21	.003	4,222	.24	.004	560	557	.005	83
Lee	37.4	1.34	.029	4.3		47.5	3.75	4.48	10.51	4,489	.51	.008	10,392	. 58	.009	278	2,635	.009	31
Loudoun	19.6	.70	.015	3.7		58.1	2.50	2.34	17.02	5,436	.62	.010	11,637	.65	.010	593	5,795	.011	73
Louisa	12.3	.44	.009	3.7		81.4	2.29	.95	6.80	1,903	.22	.003	4,369	. 25	.004	355	1,560	. 004	44
Lunenberg114	14.5	. 52	.011	3.8		77.1	1.74	1.41	12.89	2,157	. 25	.004	4,804	.27	.004	332	2,397	.005	45
Madison42	8.1	.29	.006	4.1		77.4	1.22	.65	6.92	802	.09	. 001	2,285	.13	.002	281	1,341	.002	33
Matthews	6.8	.24	.005	3.3		60.2	1.63	.29	7.89	1,255	.14	.002	3,033	.17	.003	446	516	.005	100
Mecklenburg	30.2	1.08	.023	4.1		76.4	2.86	4.10	11.77	6,122	.70	.011	12,903	.72	.011	427	5,370	.012	52
Middlesex114	6.2	.22	.005	3.3		65.3	1.38	.37	9.37	1,171	.13	.002	2,814	.16	.002	452	611	.003	60
12Montgomery	45.0	1.61	. 034	3.8	23.5	30.4	3.89	2.81	15.42	7,306	.83	.013	14,504	.81	.013	322	1,941	.015	44
13Nansemond	34.5	1.24	. 026	3.8	33.3	35.3	2.97	5.15	16.25	10,595	1.21	.019	20,707	1.16	.018	600	3,294	.017	65
Nelson	14.6	. 52	.011	4.2		72.	1.85	1.58	9.37	1,726	.20	.003	4,042	. 23	.004	276	1,460	.005	45
New Kent114 14Norfolk (Norfolk-	3.8	.14	.003	3.8		57.	. 61	.33	4.28	845	.10	. 001	2,144	.12	.002	571	403	.002	67
Portsmouth)112	299.3	10.72	. 229	3.6	85.0	3.	20.59	40.99	22.27	137,041	15.62	. 243	301,485	16.92	.264	1,007	3,019	.201	88
Northampton114	17.4	. 62	.013	3.5		44.	0 1.39	2.98	12.51	4,220	.48	.007	8,451	.47	.007	486	4,252	.010	77
Northumberland 39	9.3	. 33	.007	3.8		62.	0 1.89	.55	6.18	1,490	.17	.003	3,543	.20	.003	382	963	.005	71
Nottoway	16.8	.60	.013	3.8	17.4	53.	8 2.0	1.42	15.72	3,522	.41	.006	7,739	.44	.007	461	1,600	.008	62
Orange114	12.2	.44	.009	3.7		58.	4 1.82	1.15	15.41	3,928	.45	.007	8,193	.46	.007	673	1,675	.007	78
Page43	14.2	.51	.011	3.7		41.	9 2.3	1.18	9.8	2,560	. 29	.005	5,690	.32	.005	401	1,102	.006	55
Patrick	14.1	.51	.011	4.2		. 89.	1 2.2	1.29	10.4	1,316	.15	.002	4,011	.23	.004	284	2,049	.004	36
15Pittsylvania		3.33	.071	4.3	34.7	7 42.	8 8.0	13.04	15.2	26,007	2.97	.046	53,188	2.98	.047	572	9,356	.046	65

Before using these figures, see explanation page 11.

12Montgomery County combined with Radford (independent city).
13Nansemond County combined with Suffolk (independent city).

14Norfolk County combined with South Norfolk, Norfolk and Portsmouth (independent cities).

15Pittsylvania County combined with Danville (independent city).



More Prosperous Every Year

NEWPORT NEWS

Now Leads the Entire State of Virginia

Sales Management's Effective Buying Income Per Capita for Newport News-Warwick County is \$1,358, making it the highest in super-prosperous Hampton Roads, Va., the highest in all Virginia and far above the National average.

 $IN\ 1939$ Newport News already was booming and its average buying power was the highest in Hampton Roads, Va., by a wide margin.

SINCE 1939 activity in this high-buying power market has continuously accelerated. Literally bursting at the seams, Newport News has spilled over former boundaries, filling up and urbanizing the entire north sides of Hampton Roads, Va.

TODAY, with tremendously increased population (over 125,000 War Ration Books No. 2 issued to date) individual buying power is higher than ever.

96% of the families in the Newport News area read The Daily Press and Times-Herald. No "outside" newspaper has as much as 10% coverage.

DAILY PRESS

TIMES HERALD

THE VIRGINIA PENINSULA'S NEWSPAPERS NEWPORT NEWS, VIRGINIA

NATIONAL REPRESENTATIVE - SAWYER - FERGUSON - WALKER CO - NEW YORK - CHICAGO - DETROIT - ATLANTA

VIRGINIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat		12			NURE OF		RETAIL S	ALES-		EFFECTI		EST			SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quali of Mark Inde
Powhatan114	5.9	.21	.005	3.8		83.3	.84	.32		652	.07	.001	1,629	.09	.001	278	631	.002	40
Prince Edward	14.7	. 53	.011	3.7	23.3	61.3	1.89	1.54	15.29	4,104	.47	.007	8,261	.46	.007	561	1,433	.007	64
16Prince George114	21.1	.76	.016	3.8	41.2	27.2	2.17	2.67	16.52	4,335	.49	.008	9,435	. 53	.008	447	916	.009	56
Princess Anne112	25.0	.90	.019	3.6	13.0	62.5	2.51	2.24	26.71	4,650	.53	.008	9,159	.51	.008	366	3,102	.011	58
Prince William	14.8		.011			32.1		1.38		3,915		.007	7,865		.007	532	1,753	.008	
Pulaski113	4.55	1	.021		38.6			2.30		5,353		.009			.009		1,383	.010	1
Rappahannock	6.6		.005			24.7		.75				.001	1,734		.002		1,377	.002	1
Richmond	6.2			1		65.1						.002			.002		834	.002	1
17Roanoke (Roanoke)113	110.1	3.94	.084	3.6	70.0	7.4	13.35	14.60	22.03	54,814	6.25	.097	103,615	5.81	.091	941	1,948	.084	100
18Rockbridge109	25.0	.89	.019	3.8	30.9	45.9	3.47	2.77	14.75	6,336	.72	.011			.011	522	2,193	.012	63
19Rockingham	41.2	1.48	.031	3.8	21.9	50.5	5.74	3.92			1.81	.028			.027	738	8,799		74
Russell		.82	.018	4.4		52.6	2.66	2.77	10.57	2,692	.31	.005			.005	260	3,129	.007	39
Scott139	25.9	.93	.020	4.3		76.8	3.61	2.19	8.07	2,411	.27	.004	5,446	.31	.005	210	3,489	.006	30
Shenandoah	19.9	.71	.015	3.6		42.0	3.51	1.77	12.46	4,377	.50	.008	9,506	. 53	.008	477	3,847	.009	60
Smyth139	28.8	1.03	.022	4.3	25.4	40.2	3.11	2.62	11.97	4,952	.56	.009	10,571	.59	.009	367	2,642	.012	55
Southampton112		.91	.019	4.2	13.1	63.1	1.60	3.95	13.33	4,799	.55	.009	9,542	.54	.008	376	4,134	.010	53
20Spotsylvania	21.0	.75	.010	3.9	50.4	32.	2.76	2.15	27.06	10,922	1.24	.019			.019	1,004	1,299	.018	113
Stafford42	9.4	.34	.00	3.8		51.	1.62	.49	11.71	635	.07	.001	1,719	.10	.002	184	783	.002	29
Surry114	5.7	.20	.00	3.6		70.	.80	.69	6.45	775	.09	.001	1,720	.10	.002	303	1,293	.003	75
Sussex114		.43	.00	4.0		72.	1 1.16	1.57	8.42	2,009	.23	.004			.004	345			56
Tazewell	45.0	1.61	.03	4.3	15.7	22.1	3.86	4.96	13.51	9,645	1.10	.017	19,401	1.09	.017	431	1		62
Warren43	10.7	.38	.00	3.7	33.7	34.	1.19	1.46	21.28	3,930	.45	.007	7,885	.44	.007	738	1,049	.007	7 88
21Warwick (Newport News)110	57.3	2.05	.04	3.5	80.0	4.	4.57	7.48	21.68	35,442	4.04	.063		1	.068	1,358	372	.048	105

Before using these figures see explanation page 11.

10Prince George County combined with Hopewell (independent city). 17Roanoke County combined with Roanoke (independent city). 18Rockbridge County combined with Buena Vista (independent city). 19Rockingham County combined with Harrisonburg (independent city), 20Spotsylvania County combined with Fredericksburg (independent city), 21Warwick County combined with Newport News (independent city),

			ILATIO Estimat		42			NURE OF		RETAIL S				S/		INCO	ME1942 E	ADVER	ES— TISING ROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
22Washington139	46.6	1.67	. 036	4.1	28.0	46.0	6.02	4.75	14.31	11,405	1.30	. 020	23,007	1.29	.020	493	4,836	.022	61
Westmoreland	8.9	.32	.007	3.6		65.3	1.50	.79	9.14	1,537	.18	.003	3,599	.20	.003	402	1,101	.004	57
Wise140	51.9	1.86	.040	4.3	21.6	24.0	4.38	6.69	11.17	10,253	1.17	.018	20,449	1.15	.018	394	1,269	.023	58
Wythe	23.0	.83	.018	4.1	20.5	48.7	2.84	2.10	11.12	4,976	.57	.009	9,878	.55	.009	429	2,463	.010	56
York114	9.7	.35	.008	3.6		50.3	1.64	.47	13.08	1,076	.12	.002	2,565	.14	.002	263	367	.003	38
STATE TOTAL	2,792.1		2.132	3.1	35.3	36.7	306.69	320.84	18.92	877,400		1.556	1,782,370		1.563	638	210,596	1.515	71

22Washington County combined with Bristol (independent city).

For Virginia City figures, see page 184.

	1		1	· ·															
larbour31	19.2	1.04		3.6		50.8	2.67	2.20	9.98	2,683	.51	.005	6,179	.61	.005	321	1,502	.006	4
erkeley	27.0	1.45		3.4	51.9	21.6	3.49	4.04		8,240	1.58	.014		1.51	.013	571	2,514	.013	6
loone	30.4	1.64		4.3		20.0	1.89		11.87	5,484	1.05	.010		1.04	.009	350	449	.012	5
raxton31	19 3	1.04		4.2		70.7	2.99	1.68	9.62	2,339	.45	.004	5,552	.54	.005	288	1,853	.005	3
trook033	24.6	1.33	.019	3.7	52.7	8.6	2.63	3.58	22.52	5,343	1.02	.010	11,975	1.17	.010	486	377	.011	5
abell (Huntington) 53	95.6	5.15	.073	3.4	77.5	13.4	10.58	14.53	22.90	46,066	8.83	.082	86,560	8.48	.076	906	1,306	.061	8
alhoun	11.1	.60	.008	4.4		82.0	1.58	1.02	16.29	1,230	.24	.002	2,562	.25	.002	232	1,094	.003	3
Clay	14.5	.78	.011	4.5		55.3	1.41		12.58	1,654	.32	.003	3,260	.32	.003	224	542	.004	3
oddridge31	9.7	.52		3.7		70.7	1.53	1.08	12.79	1,307	.25	.002	3,437	.34	.003	355	770	.003	4
ayette52	79.0	4.26		4.0		15.2	4.89	12.98	15.06	21,661	4.15	.039		3.83	.034	494	1,055	.041	6
21	10.1	70	210							4.470	-								
illmer	13.1	.70		3.9		72.6	1.54	1.16	9.21	1,170	.22	.002	2,621 2,860	.26	.002	364	1,102 915	.003	3 83
Greenbrier	37.0	2.00		4.0		39.4													
	12.1						4.46	4.23	14.96	8,044	1.54	.014	15,022	1.47	.013	405	2,645	.018	6
tampshire40		.65		3.7	04.4	67.9	1.92	1.10	13.46	1,856	.36	.003	3,753	.37	.003	310	1,788	.004	4
lancock30	31.8	1.71	.024	3.8	24.1	7.8	3.85	3.71	26.30	8,281	1.59	. 015	17,628	1.73	.015	554	262	.017	7
lardy40	10.2	.55	.008	4.2		65.9	1.42	.88	13.74	1,361	.26	.003	2,747	.27	.002	269	1,995	.002	2
farrison	77.7	4.18	. 059	3.6	43.4	15.1	9.30	11.33	18.60	25,250	4.84	.045	53,798	5.27	.047	692	2,654	.044	7
ackson32	16.3	.88	.012	3.8		72.7	2.52	1.41	12.88	2,210	.42	.004	5,334	.52	.005	328	1,872	.005	4
lefferson	16.0	.86		3.6		32.5	1.89	2.21	13.12	3,199	.61	.006	6,717	.66	.006	420	2,045	.006	5
(anawha (Charleston)52	192.4	10.37	.147	3.7	46.0	10.1	17.83	29.02		84,969	1	.151	161,404 1		.141	839	2,315	.131	8
.ewis31	20.7	1.11	.016	3.6	37.1	37.9	2.88	2.21	15.25	4,610	. 88	.008	9,786	.96	.009	474	1,689	.009	5
incoln	21.6	1.16	.016	4.4	07.1	70.3	2.64	2.03	7.81	1,935	.37	.003	3,926	.38	.003	182	1,257	.004	2
.ogan53	69.1	3.72		4.3	7.6	9.0	2.40	11.73			3.56	.033		-	.003	508	556		7
McDowell	99.9	5.39		4.2	9.8	13.4		17.25	15.61	18,569		.047		3.44				.041	8
Marion 30	69.5						2.77	1	14.72	26,632	5.10			4.53	.041	463	1,020	.063	1
mailuii30	09.3	3.74	.003	3.6	38.2	10.9	2.53	9.65	18.54	21,529	4.13	.038	45,368	4.45	.040	653	1,539	.036	6
Marshali	38.5	2.08	.029	3.5	53.5	22.3	4.79	4.70	18.06	7,097	1.38	.013	14,525	1.42	.013	377	1,800	.017	5
Mason53	23.1	1.25	.018	3.7	15.9	57.2	3.01	2.23	12.55	2,508	.48	.004	5,803	.57	.005	251	2,144	.006	3
Mercer	65.4	3.52	.050	3.9	41.1	24.5	7.67	7.90	16.68	20,059	3.84	.036	45,078	4.42	.040	690	2,010	.037	7
Mineral40	23.6	1.27	.018	3.6	39.9	23.7	2.61	2.86	17.15	4,778	.92	.008	9,077	.89	.008	385	936	.009	5
Mingo53	40.8	2.20	.031	4.2	20.5	27.7	2.54	6.16	13.23	10,087	1.93	.018		1.96	.018	491	900	.021	6
Monongali a30	57.2	3.08	.044	3.5	32.5	17.7	5.27	7.87	15.71	16,547	3.17	.029	22 705	2 21	.030	E01	1.420	000	6
Monroe	13.1	.71	.010				1.86	1				.002	33,795	3.31		591	1,438	.029	
Morgan						73.6		1.06	11.61	1,384	. 27		3,036	.30	.003	231	1,868	.003	3
	8.4 22.4		.006		01.0	41.0	1.25	.90	12.53	1,200	. 23	.002	2,657	. 26	.002	315	810	.003	5
			.017	4.3	21.0	54.8	2.72	2.35	10.06	2,831	.54	. 005	6,265	. 61	. 005	280	1,403	.007	4
Ohio (Wheeling)	70.0	3.77	. 054	3.3	83.6	3.4	8.17	11.27	25.34	45,699	8.76	.081	75,230	7.38	.068	1,076	992	. 060	11
Pendleton	10.5	.57	.008	4.6		80.3	1.50	.67	14.08	1,195	.23	.002	2,448	.24	.002	232	1,578	.002	2
Pieasants	6.3	.34	.005	3.5		49.7	1.01	. 66	17.17	1,515	.29	.003	3,206	.32	.003	511	352	.003	1
Pocahontas	13.0	.70	.010	4.0		53.6	1.74	1.33	11.34	2,236	.43	.004	5,125	.50	.004	393	1,506	.004	4
Preston	25.9					44.7	3.87	3.26	9.26	4,178	.80	.007	8,798	. 86	.008	339	1,947	.010	5
Putnam52	18.0		.014		5.0		2.30	2.09		2,654	.51	.005	5,089	.50	.004	282	1,056	.006	4
Raleigh	97 0	4 72	007		14.0	10.1	0.00	10.01	15 40	04.070	4 70		40 454		244	500	4 404	0.40	1.
Randolph	87.8		. 067	4.1	14.8	18.1	6.08	12.84	15.48	24,978	4.79	.044	46,451	4.55	.041	529	1,421	.048	7
Ritchio	28.7		.022		26.9	35.9	3.44	3.43		7,362	1.41	.013	13,547	1.33	.012	472	1,527	.013	1
Ritchie	13.7	.74	.011	3.5		60.2	2.38	1.53		2,295	.44	.004	5,101	.50	.005	372	1,118	.006	1
Roane	17.9 19.3	1	.014	2.00	20 5	67.2 55.2	2.78		15.21 16.36	2,748	. 65	.005	5,871	.58	.005	328	1,587	.005	13
	13.3	1.04	.013	3.8	26.5	33.2	2.50	2.12	10.30	3,406	.00	.006	6,129	.60	.005	317	1,288	.006	1
Taylor	18.5	1		3.5	37.3	25.3	2.55	2.32	14.35	4,033	.77	.007	8,713	. 85	.008	472	821	.009	1
Tucker40	11.6	. 63	.009	4.0		33.7	1.40	1.62	13.95	2,135	.41	.004	5,063	. 50	.005	436	467	.006	.1
Tyler	10.9	. 59	.008	3.4	21.5	50.3	2.07	1.19	14.78	2,384	.46	.004	5,628	. 55	.005	516	777	.005	1
Upshur	17.4	.94	.013	3.6	24.2	55.7	2.81	1.78	13.04	3,133	.60	.006	5,610	. 55	.005	323	1,272	.006	
Wayne (Huntington)53	34.7	1.87		4.1		49.2	4.13		13.79	3,070		.005	7,401	.73	.007	213	1,248	.007	
Webster	17.2	.93	013	4.4		53.2	1.86	1 00	12.50	2,455	.47	.004	A 720	AG	004	975	620	007	
Wetzel33		1.12		3.7	15 6		2.91	2.46					4,736	.48	.004	275	620	.007	- 1
Wirt					15.6					4,187		.007	9,048	.89	.008	435	1,185	.010	
141 .	5.8		.005		40.0	74.1	1.08	.49		557	.11	.001	1,319	.13	.001	228	690	.001	
Wyoming		3.11		3.3		18.5	8.44		22.41	21,911		. 039	46,449		.041	806	1,758	.037	
,	31.8	1.71	.024	4.3	10.2	33.6	1.85	4.34	13.76	6,178	1.18	.011	12,190	1.19	.011	384	995	.013	

For West Virginia City figures, see page 184.

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Before using these figures, see explanation page 11.

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COUNTY	POPULATION—1912 (Estimated)						TENURE OF HOMES—1940			RETAIL SALES—1942 ESTIMATE			EFFEC11	SALES- ADVERTISING CONTROLS					
	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke index
Alamance	57.6	1.66	.044	3.9	28.8	28.9	6.31	6.71	17.12	19,399	2.17	. 034	35,552	2.03	.031	618	3,990	.032	73
Alexander	13.8	.40	.011	4.2		75.2	1.86	1.03	7.90	1,512	.17	.003	3,252	.19	.003	236	1,849	.003	27
Alleghany139	7.3	.21	.006	3.7		84.0	1.42	. 57		793	. 09	.001	1,830	.10	.002	249	1,335	.002	33
Anson116	27.5	. 80	. 021	4.3	12.6	65.9	2.05	3.93	8.82	4,647	.52	.008	9,498	. 54	.008	345	3,350	.008	38
Ashe139	21.3	. 62	.016	4.2		88.5	3.42	1.45	8.75	1,687	. 19	.003	3,623	. 21	. 003	170	2,718	.003	19
Avery139	13.0	.38	.010	4.4		68.9	1.84	.93	8.10	762	. 08	.001	1,537	.09	.001	119	1,402	.002	20
Beaufort	30.2	. 87	. 023	4.0	23.5	53.0	4.06	4.09	13.09	7,747	.86	.014	15,893	.91	.014	527	7,790	.016	70
Bertie112	25.4	.74	.019	4.4		74.4	2.03	3.33	10.33	3,639	.41	.006	7,448	.42	.007	293	6,057	.007	1
Bladen	25.8	.75	. 020	4.4		74.3	3.23	2.39	9.24	3,915	.44	.007	6,919	.39	.006	268	5,086	.009	45
Brunswick	17.0	.49	. 013	4.2		55.6	2.52	1.15	9.45			.003		.18	.003	184	2,145		1
Buncombe (Asheville) 115	100.6	2.91	. 077	3.5	47.2	24.7	11.73	14.65	17.23	41,532	4.64	.074	89,410	5.10	.078	889	5,282	.072	94
Burke115	37.7	1.09	.029	4.1	26.6	33.9	4.52	3.26	12.10	7,482	. 83	.013	13,488	.77	.012	358	1,836	.013	45
Cabarrus116	59.3	1.71	. 045	4.0	26.2	24.7	4.97	8.21	13.69	17,469	1.95	.031	32,902	1.88	.029	555	2,590	.031	69
Caldwell	36.5			1	21.2	-		3.31	12.81	,				1		339			1
Camden112	5.1	.15	. 004	3.8		62.4							616			120			1
Carteret121	19.3	.56	.015	3.9	38.1	22.7	3.04	1.22	14.14	4,102	. 46	.007	7,675	.44	.007	398	1,370	.009	60
Caswell	19.2	. 58	.015	4.6		87.3	1.52	2.40	9.63	1,427	.16	.003	3,171	.18	.003	166	5,031	.004	27
Catawba116	52.3	1.5	. 040	4.0	36.6	33.8	6.10	5.61	13.53	13,918	1.55	.025	23,908	1.36	. 021	457	3,514	. 022	55
Chatham	23.3	. 68	.018	4.1		69.1	2.90	2.47	10.91	3,742	. 42	.007	7,926	.48	.007	340	3,830	.008	44
Cherokee	20.4	.56	.016	4.2		63.6	2.26	1.76	12.61			.004	4,443	. 25	. 004	217	1,250	.005	31
Chowan	10.6	.31	.008	4.0	33.1	64.5	1.05	1.49	13.31	2,391	.27	.004	4,731	. 27	.004	445	2,542	.005	63
Clay	5.9	.17	.004	4.2		84.	. 84	. 56		238	.03		493	.03	3	84	766		
Cleveland	54.5	1.57	.042	4.2	35.5	49.5	4.53	7.94	13.0	12,587	1.40	.022	22,942	1.31	.020	421	7,897	.023	3 55
Celumbus	44.4	1.2	.034	4.2	6.0	70.	5.18	4.61	10.6	9,017	1.01	.016	15,591	. 89	.014	351	10,381	.016	47
Craven121	33.3	. 96	. 025	3.8	37.1	39.	3.27	4.10	12.3	8,260	. 92	. 015	17,195	.98	. 015	516	4,779	.015	60
Cumberland	61.4	1.70	.047	4.0	29.	33.0	4.46	7.50	13.5	13,981	1.56	. 025	25,554	1.40	. 022	416	4,764	. 021	45
Currituck	6.2	.10	. 008	3.6		60.0	.79	.87	5.1	663	. 07	. 001	1,301	.07	. 001	206	1,471	.002	2 40
Dare112	4.8	.14	.00	3.6		3.1	1.21	. 25	12.2	1,09	. 12	.002	2,347	.13	. 002	489	6	. 003	3 75
Davidson	52.2	1.5	. 046	3.9	40.	34.1	6.50	5.53	13.4	10,32	1.15	.018	23,158	1.3	. 020	443	4,194	. 022	2 55
Davie120	13.7	.40	.010	4.0		63.	1 1.62	1.70	9.1	2,227	. 25	.004	3,979	.23	.003	291	1,946	.004	40
Duplin	33.6	.97	.020	4.1		76.3	4.16	4.53	10.5	5,34	. 60	.009	10,915	.63	.010	325	10,30	.011	1 42
Durham (Durham)	81.4	2.3	. 062	3.5	75.	0 10.	5.80	14.09	20.6	42,70	4.77	.076	83,252	4.7	. 073	1,023	2,530	. 055	5 89
Edgecombe	45.7	-		4.2	38.			1						1.4	1				0 57

Before using these figures, see explanation page 11.



Blanketing the Tar Heel Tri-Cities with programs from "The Network MOST People Listen to MOST"!

5000 WATTS -FULL TIMEAT 600 ON THE DIAL

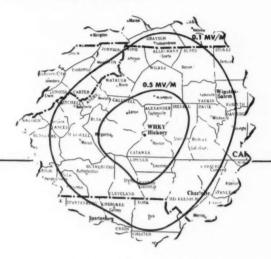
COVERAGE of North Carolina's rich "Heart of the Piedmont" with a punch signal delivered at one of the choicest spots on the dial!

"This is the Journal-Sentinel Station"

REPRESENTED BY THE HEADLEY-REED COMPANY

WHKY Your Best Buy

IN RICH WESTERN NORTH CAROLINA



You've heard a lot in the last year about "booming" war markets. Now would you like some up-to-the-minute information on one of the South's major stable markets? There's nothing sensational about the healthy growth of Western North Carolina, unless you'd call a 30% increase in effective buying income, without benefit of war industries, sensational. Deriving its steady flow of income from diversified farming and diversified industry, Western North Carolina offers advertisers a golden opportunity any time. To reach this market effectively and economically, you need WHKY, the *only* station that offers complete daytime coverage at one low cost. Get the facts now. Here's a market not to be overlooked . . . and a sales medium smart advertisers aren't overlooking.



Represented Nationally by HOWARD H. WILSON CO., New York, Chicago, San Francisco, Kansas City, Hollywood

MAY 10, 1943

MENT

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Effective Buying Income in WINSTON-SALEM

'way ahead of State and National averages!

Let's take a look at some figures for proof that "something is happening in Winston-Salem". Total effective buying income in city has jumped 40% over last year's Sales Management estimates.

Per capital effective buying income in Winston-Salem is \$1,213 — more

than double the average for the state . . . and \$342 ahead of the national average!

Sales managers for a great many concerns already recognize Winston-Salem as a "must" market in North Carolina. We'll gladly help others to form the same opinion.

JOURNAL and SENTINEL

in Winston-Salem, North Carolina

National Representatives: KELLY - SMITH COMPANY

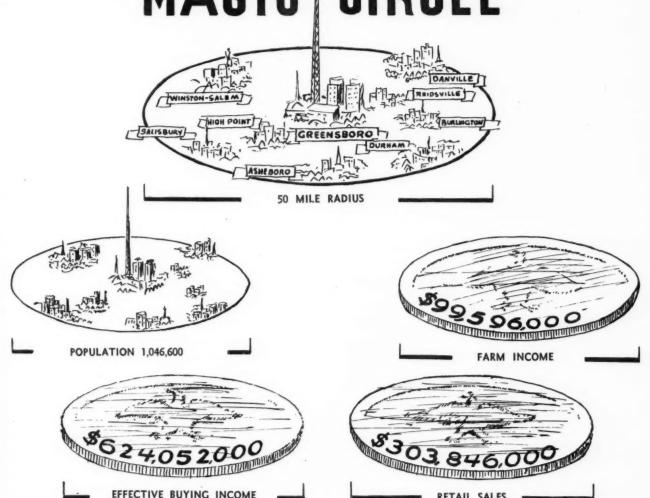
NBC — Radio Station WSJS — NBC

NORTH CAROLINA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY			ILATIO		42		TENURE OF HOMES—1940			RETAIL SALES—1942 ESTIMATE			EFFECTI	SALES— ADVERTISING CONTROLS					
	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Forsyth (Winston-Salem)120	117.5	3.39	.090	3.6	63.1	14.1	12.26	18.54	17.31	46,623	5.21	. 083	110,645	6.31	. 097	942	4,943	.073	81
Franklin121	28.8	.83	.022	4.1		74.1	2.23	4.29	8.93	3,756	.42	.007	7,692	.44	.007	267	6,900	.009	41
Gaston116	87.3	2.52	.067	4.1	37.1	16.2	6.91	12.62	12.08	21,781	2.43	. 039	38,221	2.18	.033	438	3,327	.039	58
Gates112	9.6	. 28	.007	4.2		77.6	1.13	.99	4.65	897	.10	.002	1,296	.07	.001	135	2,191	.002	29
Graham115	6.9	.20	.005	4.5		64.6	.73	.58	5.93	485	. 05	.001	824	.05	.001	119	580	.002	40
Granville121	30.5	. 88	.023	4.1	13.6	68.9	2.13	4.06	12.60	4,966	. 55	.009	9,784	.56	.008	321	6,350	.008	35
Greene121	16.9	.49	.013	4.7		88.9	.83	2.73	14.39	2,073	. 23	.004	4,473	.24	.004	265	7,294	.004	31
Guilford (Greensboro)118	153.1	4.42	.117	3.7	63.6	16.8	14.68	22.16	18.29	61,522	6.87	.109	129,217	7.37	.113	844	8,583	.098	84
Halifax121	54.8	1.58	.042	4.3	19.6	54.2	3.25	8.20	12.65	11,926	1.33	.021	21,336	1.22	.019	389	7,902	. 021	50
Harnett121	38.5	1.11	.029	4.3	11.5	64.1	3.30	5.90	10.19	7,620	.85	.013	15,873	.91	.014	413	10,382	.016	55
Haywood115	32.7	.95	. 025	4.1	22.5	44.1	4.16	3.49	14.01	7,508	.84	.015	12,919	.74	.011	395	3,095	.015	60
Henderson	25.4	.73	.019	3.6	20.7	44.2	3.50	2.86	12.78	7,578	. 85	.013	14,714	.84	.013	580	2,137	.013	68
Hertford112	18.4	.53	.014	4.3		65.0	1.47	2.56	13.85	3,502	.39	.006	5,944	.34	.005	323	4,207	.008	43
Hoke121	14.6	. 42	.011	4.5		79.6	. 83	2.07	11.96	1,872	.21	.003	3,967	.23	.003	272	3,200	.004	.36
Hyde121	8.5	. 25	.007	4.1		63.8	98	.74	7.63	588	.07	.001	929	. 05	.001	109	1,159	.002	29
Iredell	48.2	1.39	.037	3.9	35.9	45.0	5.30	6.14	13.04	11,474	1.28	.020	19,433	1.11	.017	403	5,046	.019	51
Jackson	17.6	.51	.013	4.3		71.6	2.54	1.47	10.88	2,791	.31	.005	5,281	.30	.005	300	1,754	.005	38
Johnston	60.3	1.74	. 046	4.2	5.8	71.3	4.92	8.89	11.80	10,370	1.16	.018	20,344	1.17	.018	337	17,677	.019	41
Jones121	10.2	.30	.008	4.6		79.3	. 82	1.36	6.78	865	.10	.002	1,461	.08	.001	143	3,210	.002	25
Lee121	18.4	.53	.014	4.0	26.	51.4	1.86	2.29	13.23	5,155	. 57	.009	8,805	.50	.008	479	2,850	.009	
Lenoir121	40.4	1.17	.031	4.0	37.3	50.8	2.60	6.26	15.37	12,421	1.39	. 022	24,210	1.38	. 021	600	9,160	.017	7 55
Lincoln	23.9	.66	.018	4.2	18.	56.7	2.38	2.81	10.21	4,185	.47	.007	8,601	.49	.008	359	3,710	.008	8 44
McDowell	22.7	.60	.017	4.1	12.0	29.6	2.45	2.57	11.09	3,953	.44	.007	6,959	.40	.006	306	1,18	.007	
Macon115		3 .44	.012	4.1		70.0	2.31	1.18	8.4	2,297	.28	.004	4,189	.24	.004	274	1,83	.004	
Madison	19.7	.57	.015	4.2		83.5	2.65	2.20	10.8	1,797	.20	.003			. 003	198	3,69	. 004	1 27

There are Several ways to measure "MAGIC CIRCLE



No matter how you measure "The Magic Circle"—effective listening area of WBIG—the answer is always the same . . . one of the choicest markets in the country.

Within 50 miles of Greensboro is a population exceeded by only 5 U. S. cities . . . living in towns and cities and closely connected rural areas . . . drawing record incomes from diversified, war-geared industries (including textile products and tobacco) that insure a continuation of the boom in the post-war era. These people, with more money in their pockets than ever before, are spending nearly half of their total

These people, with more money in their pockets than ever before, are spending nearly half of their total income in retail purchases . . . putting the other half in War Bonds and savings accounts for the big rush on dealers' re-stocked shelves when the war is over.

The only factor that's really small in the WBIG set-up is the low cost of a steady advertising schedule measured against the tremendous sales potential.



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ENT

GREENSBORO



"THE PRESTIGE STATION OF THE CAROLINAS"

Edney Ridge, Director

NO CAROLINA

NATIONAL REPRESENTATIVES: GEORGE P. HOLLINGSBARY CO.

COLUMBIA BROADCASTING SYSTEM AFFILIATE



in the SOUTHEAST

CHARLOTTE

In addition to being important retail an important retail center, Charlotte is one of the largest wholesale distributing centers in the South-east—Annual Volume Exceeds \$210,000,000 Exceeds \$310,000,000.

CHARLOTTE RETAIL AND WHOLESALE CENTER

The Most Concentrated Textile Industrial Trading Area . . .

Since Pearl Harbor most industries in Charlotte and its market have been on a 24 hour, 7 days a week, basis with a 34% increase in pay rolls due to increase in number of workers and increase in wages.

There are 1,506 industrial plants in this area. Manufactured items include cotton seed oil, wood pulp, lumber, flooring, asbestos, bricks, burlap, cotton goods, cotton goods machinery, silk hosiery, chemicals, dyestuffs, rayon, furniture, structural steel, blankets, feeds, flour, agricultural implements and many other items. There are more textile plants in this area than in any other in the South.

The Charlotte Observer is the only newspaper that completely covers this rich market.

	Charlotte	Trading Area BC 61 Mile Radi	Total
Population 1940	251** 19,300**	901,412 1,255 143,100 \$150,400,000	1,002,311 1,506 162,400 \$173,590,000
Annual Value of Manufactured Products		\$617,889,000 \$225,000,000	\$688,339,000 \$300,000,000

*1940 U. S. Census—Present estimate 103,000 (Chamber of Commerce)
**Includes Mecklenburg County.
Other figures from Observer Statistical Department, based on U. S. Census reports and

Observer surveys.

The above figures cover all of the twenty five centers wholly or partially within the ABC trading radius.

Daily circulation in excess of 102,000

Charlotte Observer Sunday circulation in excess of

The Foremost Newspaper of the Two Carolinas CHARLOTTE, N. C.

National Representatives: Story, Brooks & Finley, New York, Philadelphia, Cleveland, Los Angeles

NORTH CAROLINA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ILATIO Estimat		42			NURE OF MES-194		RETAIL S	ALES-	-1942 IATE	EFFECTIV	VE BU	YING	INCO	ME—1942 E	ADVER	ES- RTISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	Wr- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Martin121	24.7	.71	.019		15.2			3.30		5,464	.61	.010				-	7,438		1
Mecklenburg (Charlotte), 116	148.5	4.29	.113	3.6	66.5	14.6	11.98	24.34	19.06	84,654	9.45	. 150	172,260	9.82	.151	1,160	4,661	.110	97
Mitchell115	14.5	.42	.011	4.3		70.3	2.31	1.08	10.81	2,217	.25	.004	4,154	.24	.004	286	1,536	.005	45
Montgomery116	16.8	.49	.013	4.1		49.4	1.70	1.89	8.60	3,171	.35	.006	6,703	.38	.006	399	1,557	.007	54
Moore121	30.5	. 88	.023	3.9	10.4	45.2	3.74	2.98	12.80	6,507	.73	.012	13,226	.75	.012	434	3,416	.013	57
Nash121	51.9	1.50	.040	4.2	24.4	59.4	3.57	8.21	13.59	11,181	1.25	.020	21,490	1.23	.019	414	11,492	.023	58
New Hanover119	61.8	1.78	. 047	3.5	69.7	5.5	4.61	7.44	16.70	21,146	2.36	. 037	45,684	2.61	.040	739	1,323	. 033	70
Northampton112	27.3	.79	.021	4.4		73.1	2.02	3.60	8.23	2,233	. 25	.004	4,295	.24	.004	157	5,207	.006	29
Onslow	23.4	. 68	.018	4.2		75.8	1.97	1.81	9.30	2,108	.24	.004	3,887	.22	.003	166	3,437	.005	28
Orange117	25.3	.73	.019	3.9	15.8	49.1	2.52	2.72	16.14			.008	8,242	.47	.007	326	3,503	.009	47
Pamlico121	9.3	.27	.007	4.0		41.1	1.43	.74	5.33			.001	973	.06	.001	105	2,030	.002	29
Pasquotank112	20.€	.60	.016	3.7	56.2	27.4	2.01	2.86	16.49	6,869	.77	.012	13,820	.79	.012	671	2,219	.011	69
Pender	18.2	. 53	.014	4.2		65.0	2.34	1.42	6.4	1,833	.20	.003	3,592	.20	.003	197	2,697	.005	38
Perquimans112	9.4	.27	. 007	3.8		67.7	1.00	1.27	11.7	1,644	.18	.003	3,221	.18	.003	341	1,988	.004	57
Person	24.2	.70	.018	4.4	18.4	68.8	1.62	3.49	10.8	4,191	.47	.007	8,397	.48	.007	348	5,240	. 009	50
Pitt	50.7	1.46	. 039	4.2	25.0	60.4	3.48	9.26	14.5	16,498	1.84	.029	29,921	1.71	. 026	590	16,156	. 030	77
Pelk115	11.6	.33	.009	3.9		59.3	1.34	1.34	10.2			.002	3,178	.18	.003	275	1,369	.004	8 44
Randolph	41.6	1.20	. 032	3.9	15.7	49.5	6.24	4.08	12.8	7,833	. 87	.014	11,683	. 67	.010	281	3,648	.013	3 41
Richmond	34.8	1.0	.028	4.0	23.1	34.2	2.81	5.29	10.6	8,231	.92	.015	17,137	.98	.015	492	2,634	.015	5 58
Robeson	71.1	2.0	. 054	4.3	7.1	66.5	5.10	10.64	10.7	15,237	1.70	.027	28,740	1.64	.025	404	16,863	. 030	56
Rockingham118	59.1	1.7	.045	4.0	17.5	37.4	5.08	7.84	13.9	14,315	1.60	. 025	25,912	1.48	.023	439	6,986	. 026	58
Rowan116	62.4	1.8	.048	3.8	31.	26.8	6.99	9.35	13.9	21,179	2.37	. 037	36,554	2.08	. 032	586	4,383	. 035	5 73
Rutherford116	45.3	1.3	. 035	4.1	19.	48.4	3.68	6.29	10.2	8,138	.91	.014	14,449	. 82	.013	319	4,184	.017	7 49
Sampson121	44.7	1.2	. 034	4.4	7.	79.8	4.70	5.07	10.1			.013			. 011	296	12,217	.013	
Scotland	22.1			4.2	24.				1			.008					1		
Stanly116		. 93	. 025	3.9	12.	39.6	3.26	4.32	10.8			.015	14,729	. 84	.013	457	2,538	.012	2 48

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS

NORTH CAROLINA



47 97

45 54 57

58 70

28 47 29

69

57 50 77

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58 56 58

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38 53 48

NT

AVERAGE OF NINE OTHER SOUTHERN STATES



IN INDUSTRY

VALUE of MANUFACTURED PRODUCTS

Source: - Census of Manufactures, 1939

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES

\$536.5

with 50,000 WATTS in RALEIGH is
NORTH CAROLINA'S
NO.1 SALESMAN
NBC 680 KC
PREE & PETERS, INC. National Representatives

MAY 10, 1943

[173]

			ILATIO Estimat		42			NURE OF MES-194		RETAIL S	ALES-				JYING EST		ME-1942 E	SAL ADVER CONT	ES- TISING ROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- lly	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$		% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Stokes120	20.2	.59	.015	4.2		88.0	2.28	2.55	10.44	2,013	.22	.004	4,503	.26	.004	222	6,427	.004	27
Surry120	39.5	1.14	.030	4.1	21.6	52.9	4.90	4.29	13.46	9,816	1.10	.017	18,988	1.08	.017	481	6,589	.015	50
Swain	11.4	.33	.009	4.4		71.1	1.31	1.20	11.05	1,077	.12	.002	2,121	.12	.002	185	1,459	.003	33
Transylvania115	10.6	.31	.008	4.1	25.0	52.3	1.28	1.38	14.89	2,511	.28	.004	4,671	.27	.004	439	876	.005	63
Tyrrell112	5.1	.28	.004	4.1		65.6	.70	.51	8.71	586	.07	.001	951	. 05	.001	187	1,087	.001	25
Union116	38.7	1.12	. 029	4.2	16.6	69.6	3,52	4.99	12.59	6,763	.76	.012	14,257	.81	.012	368	5,947	.012	41
Vance121	28.8	.83	.022	.42	25.5	47.4	2.02	4.37	12.51	8,371	.93	.015	14,717	.84	.013	511	4,591	.012	55
Wake (Raleigh)121	109.2	3.15	. 083	3.8	42.8	31.9	8.67	15.66	21.30	43,159	4.82	.077	82,064	4.68	.072	752	12,559	.062	75
Warren	22.4	.65	.017	4.5		71.4	1.92	2.61	9.88	3,145	.35	.006	6,861	.39		307	3,524	.007	41
Washington112	12.3	.38	.009	4.1		50.2	1.19	1.42	9.16	1,749	.20	.003	3,436		.003	279	1,880	.004	44
Watauga139	16.9	.49	.013	4.2		76.5	2.60	1.25	17.34	2,531	.28	.005	4,800	.27	.004	284	2,439	.005	38
Wayne121	59.5	1.72	.045	4.1	34.6	49.5	3.66	8.36	14.50	15,060	1.68	. 027	27,697	1.58	.024	466	10,817	.024	53
Wilkes120	37.7	1.09	.029	4.3	10.4	71.7	5.97	3.08	12.20	6,189		.011	11,265	. 64	1	299	3,608		34
Wilson121	47.1		.036	4.0	38.3	51.4	2.89	8.17	14.74	13,686		.024	25,370			539	11,245		58
Yadkin120	19.4	.56	.015	4.1		75.5	2.74	1.80	11.09	1,677	.19	.003	3,493	.20	1	180	4,386	.004	27
Yancey115	14.7	.42	.011	4.3		85.7	2.16	1.42	7.65	937	.10	.002	2,856	.16	.003	195	2,187	.003	27
STATE TOTAL	3,456.9		2.639	4.0	27.3	46.4	335.06	454.60	14.49	895,462		1.588	1,753,410		1.537	507	458,092	1.515	57

For North Carolina City figures, see pages 184-185.

SOUTH CAROLINA—County Data

															_				
Abbasille 107	21.0	1.11	.016	3.7	21.6	58.6	1.87	3.53	8.06	2 015	70	.007	6,036	.69	.005	287	2.762	.007	44
Abbeville127												.007				289			44
Aiken126	53.0	-	.041	3.5	17.6		3.68	8.73	10.90				15,329	1.76	.013		4,735	.018	
Allendale126	12.4	.65	.009			69.0	.58	2.34	7.04		38	.003	3,238	.37	.003	262	1,680	.003	33
Anderson124	89.9	4.74	,069	3.8	27.8		5.08	15.66	11.75			.040	36,221	4.15	.032	403	8,946	. 035	51
Bamberg123	18.0	.95	.014	3.9	16.1	58.9	1.21	2.99	8.65	3,906	.78	.007	6,065	.70	.005	338	2,697	.006	43
Barnwell	18.1	.96	.014	3.7		70.2	1.22	3.56	6.43	3,173	.63	.006	6,432	.74	.006	355	3,000	.007	50
Beaufort	23.1	1.22	.018	3.3	14.5	49.2	3.14	1.79	8.14	3,828	.76	.007	6,683	.77	.006	290	1,731	.007	39
Berkeley	25.4	1.34	.019	4.2		68.3	3.62	2.16	7.31	2,944	.59	.005	4,496	.52	.004	177	1,801	.007	37
Calhoun123	15.0	.79	.011	4.0		80.7	1.08	2.53	6.63	2,719	.54	.005	4,333	.50	.004	289	3,150	.004	36
Charleston (Charleston) 122	146.3	7.71	.112	3.2	58.9	13.2	9.21	22.69	13.59	49,760 9	.89	.088	104,458	11.98	.092	714	3,383	.075	67
Cherokee116	31.5	1.66	.024	4.1	22.9	53.3	2.24	5.01	11.99	6,697 1.	.33	.012	9,539	1.09	.008	303	3,393	.011	46
Chester116	30.4				19.6		1.98	5.41	13.34			.014	11,628	1.33	.010	383	3,153	.013	57
Chesterfield123	34.1				12.5		2.66	4.94	7.36			.011	10,399		.009	305	4,904	.009	35
Clarendon	29.0		.022			81.9	1.61	4.77	9.50			.008	6,727	.77	.006	232	5,158	.008	36
Colleton122		1.31	.019			65.8	2.79	3.35			.00	.009	7,179	.82	.006	289	2,876	.009	47
	47.0	0.40	000	-	05.7		0.00	7.00	14 00	10.074 0	10	210	10 000	1 07	014	247	0.435	010	50
Darlington123	47.0		.036		25.7		2.92	7.35			.16	.019	16,280	1.87	.014	347 262	6,435	.018	38
Dillon123	31.3			1	13.1		1.48	4.70			.15	.010	8,188	.94	.007		6,335	.009	41
Dorchester	22.3		0.00		15.2		2.09	2.38	8.64		.73	.007	5,573	.64	.005	250	2,064	.007	42
Edgefield126	16.0		.012	1		73.9	1.15	2.88	8.32		.59	.005	4,759	.55	.004	297	2,791	.005	
Fairfield123	22.0	1.16	.017	4.0	13.2	57.3	1.38	3.89	10.58	4,002	.80	.007	6,267	.72	.006	285	2,069	.008	47
Florence123	72.1	3.80	.055	4.0	26.3	58.5	4.89	10.71	12.41	22,174 4	.41	.039	32,657	3.75	.029	453	11,015	.027	49
Georgetown122	27.1	1.43	.021	3.9	21.1	44.7	2.79	3.21	10.45	5,971 1	.19	.011	9,529	1.09	.008	352	1,221	.010	48
*Greenville (Greenville)124	130.1	6.86	.099	3.6	27.2	24.4	9.48	24.34	12.68	57,872 11	.51	.103	121,960	13.99	.107	937	6,436	.087	88
Greenwood123	40.9	2.16	.031	3.6	32.5	32.8	2.11	7.37	13.36	13,637 2	.71	.024	20,629	2.37	.018	504	2,186	.020	65
Hampton126	17.4	.92	.013	3.7		61.7	1.35	2.76	7.39	2,190	.44	.004	3,653	.42	003	210	1,881	.004	31
Horry	39.1	2.06	.030	4.4	9.8	73.1	4.93	5.91	10.16	12,425 2	.47	.022	18,614	2.14	.016	476	12,011	.020	67
Jasper	9.0	.48	.007	3.8		55.4	1.10	1.38	5.31	973	.19	.002	1,644	.19	.002	182	450	.002	29
Kershaw	32.1	1.69	.024	4.0	17.5	60.4	2.28	4.91	8.53	5,824 1.	.16	.010	9,406	1.08	.008	293	3,390	.010	42
Lancaster	28.2	1.49			13.2	51.3	1.90	5.46	13.32		.48	.013	12,107	1.39	.010	430	3,180	.011	50
Laurens124	42.3			3.8	28.5	48.9	2.69	7.42	11.55			.017	14,836		.013	351	4,598	.016	50
Lee	23.0	1.21	.018	4.1	12.0	82.6	1.18	4.13	8.64	4,371	.87	.008	6,375	.73	.007	277	4,597	.007	39
Lexington	37.1		.028		7.6		3.75	4.65	9.72			.011	10,559	1.21	.009	285	3,763	.012	43
McCormick	8.2	0.000	.006			73.3	.54	1.73	6.27			.002	2,001	.23	.002	245	1,262	.002	33
Marion	30.4	1	.023		33.7		2.23	4.37	10.10			.014	11,163	1.28	.010	367	4,373	.013	57
Maribero		1.64	.024		14.7		1.44	5.82	10.61			.012	10,785	1.24	.009	346	5,541	.011	46
										,,,,,,									
Newberry	32.2	1.70			32.1		2.47	5.49	9.60			.015	12,629	1.45	.011	393 298	3,566 3,871	.012	48
Ocenee	63.3		.026		7.7		2.62	1	9.14			.012	10,235	1.17	.009	329	10,495	.022	46
Orangeburg			.048		16.5		4.41	10.24	9.13				20,849	2.39	.018			.012	43
Pickens	37.1		.028		14.0		2.62	5.66	10.19	7,414 1.		.013	11,583	1.33	.010	312	3,422		73
Richland (Columbia)123	121.5	6.41	.093	3.4	62.9	16.4	7.48	16.73	15.20	52,479 10.	44	.093	96,328	11.05	.084	793	3,249	.068	19
Saluda123	16.8	.89	.013	4.0	1.1	85.9	1.42	2.45	8.04	1,749	35	.003	2,974	.34	.003	177	3,509	.003	23
Spartanburg (Spartanburg), 124	125.7	6.63	.096	3.9	28.5	31.6	7.55	21.95	11.21	39,967 7.	95	.071	83,934	9.63	.074	668	9,428	.068	71
Sumter123	54.7	2.88	.042	4.0	30.3	51.9	2.81	8.71	11.88	15,134 3.	01 .	.027	20,553	2.36	.018	376	6,659	.021	50

"May 1, 1942, sugar rationing count incomplete; Before using these figures, see explanation page 11.

Dec. 1 population figure 150.2.

NEWS-PIEDMONT

MENT.

ROLS

Quality of Market Index

27

50

33

63

25

41

55 75

41

44

38

53 34 58

27 27

57

34-185.

33

51

43

50 39 37

36 67

57

36 47

88

31

29 42

ENT



GROWING

with

GREENVILLE

- SOUTH CAROLINA -

These graphs show how the combined Greenville News and Greenville Piedmont circulation has paralleled the immense upswing in retail sales in Greenville County during the past nine eventful years.

the past nine eventful years.
Retail sales have advanced to all-time high—over 53 million dollars in 1941. Here is proof of the potency of the market . . . still above all others in South Carolina.

The greatest circulation-concentration of these widely popular newspapers is in the heart of thirteen prosperous counties. Greenville continues to lead the State in BUYING INCOME and in both retail and wholesale

Thus, the "First Market in South Carolina" is dominated by the News-Piedmont Circulation.

O GREENVILLE

RETAIL SALES GREENVILLE COUNTY ONLY \$55,000,000 \$50,000,000 \$40,000,000 \$40,483,000 \$37,737,000 \$30,000,000 \$30,000,000

GREENVILLE COUNTY

1933 34 35 36 37 38 39 40 41 42

RETAIL

SALES

∮ GREENVILLE PIEDMONT

EVENING
Represented by
WARD-GRIFFITH CO., INC.

The Greenville News

MORNING and SUNDAY
Represented by
WARD-GRIFFITH CO., INC.

THE THIRTEEN COUNTY AREA IN WESTERN SOUTH CAROLINA

HARLESTON

COLUMBIA

SOUTH CAROLINA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ULATIO (Estima		142			NURE OF		RETAIL S	ALES-		EFFECTI	S/M		INCO		ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Ront \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	(in	% of U. S. A. Po- tential	Quality of Market Index
Union	30.6	1.62	. 023	4.0	27.0	37.5	1.83	5.07	10.39	8,106	1.61	.014	12,441	1.43	.011	406	1,895	.014	61
Williamsburg122	41.2	2.17	. 032	4.4	7.8	85.1	2.67	5.65	8.82	5,816	1.16	.010	8,470	.97	.007	206	7,283	.009	28
York116	60.1	3.17	. 046	3.9	41.7	42.0	3.77	9.45	12.72	16,463	3.27	.029	25,926	2.97	.023	431	4,515	.024	52
STATE TOTAL	1,896.4		1.448	3.8	24.5	48.1	133.28	301.69	11.64	502,910		.892	871,670		.764	460	196,859	.782	54

For South Carolina City figures, see page 186.

GEORGIA—County Data

Appling	13.5	.44	.010	4.3	20.1	67.9	1.16	1.87	8.56	1,704	.21	.003	3,823	.27	.003	283	1,918	.004	40
Atkinson130	6.6	.22	.005	4.0		61.2	. 53	1.06	6.82	490	.06	.001	1,140	.08	.001	173	1,386	.002	40
Bacon129	7.7	. 25	.006	4.1		66.3	.78	1.01	8.39	1,370	.17	.002	2,761	.19	.002	358	1,306	.003	50
Baker125	7.9	.26	.006	3.9		87.9	. 33	1.34	6.19	308	.04	.001	749	.05	.001	95	1,120	.001	17
Baldwin,129	23.7	.78	.018	3.4	28.0	26.3	1.19	2.81	11.54	3,593	.45	.006	7,377	.51	.006	311	1,135	.008	44
Banks127	7.3	.24	.006	4.1		84.5	. 63	1.30	8.09	212	.03		696	.05	.001	95	1,067	.001	17
Barrow127	13.4	.44	.010	3.5	30.4	58.9	1.03	2.26	11.18	1,905	.24	.003	4,139	. 29	.004	310	1,628	.005	50
Bartow127	25.1	.82	.019	3.9	24.3	49.6	1.76	4.08	10.60	4,108	.51	.007	8,297	. 57	.007	330	2,542	.009	47
Ben Hill129	13.6	.44	.010	3.6	50.9	41.8	1.33	2.24	9.19	3,743	.47	.007	7,554	.52	.007	555	1,300	.007	70
Berrien	20.6	.67	.016	4.0		70.2	1.13	2.37	7.48	2,312	.29	.004	4,936	.34	.004	240	3,032	.007	44
Bibb (Macon)129	91.7	3.00	.070	3.1	69.1	7.3	5.68	17.47	12.56	40,170	5.02	.071	69,638	4.83	.062	759	1,510	.058	83
Bleckley	9.1	.30	.007	3.7		74.5	. 58	1.74	8.49	1,220	.15	.002	2,663	.18	.002	293	1,453	.003	43
Brantley	6.3	.21	.005	4.2		59.8	. 64	.81	5.23	396	. 05	.001	900	.06	.001	142	996	.002	40
Brooks129	18.8	.61	.014	3.8	21.7	70.2	1.47	3.20	8.39	2,300	.29	.004	4,793	.33	.004	255	2,828	.005	36
Bryan130	5.8	.19	.004	3.8		32.1	.55	. 89	5.73	565	.07	.001	1,059	.07	. 001	182	492	.002	50
Bullach130	24.2	.79	.018	3.9	19.3	68.1	1.84	4.10	8.97	5,106	.64	.009	8,866	. 61	.008	366	4,578	.010	56
Burke126	22.7	.74	.017	3.3	14.3	71.8	1.11	5.77	6.81	2,835	.36	.005	6,008	.42	.005	265	4,597	.008	47

Up! UP! UP! \$6,000,000.00!!!

Albany, Georgia, the only market in Dougherty county, shows a population increase of 6,000, and Dougherty county shows Effective Buying Income of \$24,446,000.00, up \$5,996,000.00 since April '42. Albany is too good a market to overlook. Cover Albany and all of the rich agricultural Southwest Georgia farming area—"The Albany Territory"—by using—

THE ALBANY HERALD 10,700 Net Paid

Radio Station WALB 1000-W Mutual Member

GEORGIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat		42			NURE OI		RETAIL S			EFFECTI		YING			SAL ADVER CONT	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of	% of U.S.A.	Per- sons per	% Úr- ban	% Farm	Owner Occupied (in		Medi- an Rent	Dollars (in thousands)	% of	% of	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Butts127	8.6	. 28	.007	3.5		62.8	.65	1.63	7.24	1,437	.18	. 003	2,911	.20	.003	340	936	.004	57
Cathoun	10.0	. 33	.008	3.5		71.3	.47	2.13	6.19	1,162	.15	.002	2,520	.17	.002	251	1,349	.004	
Camden130	6.6	.22	.005	3.6		30.3	.82	.62	5.32	969	.12	.002	2,014	.14	.002	306	323	.003	
Candler	8.1	. 26	.006	3.9		75.3	.57	1.50	8.08	1,489	.19	. 003	3,012	.21	.003	374	1,841	.003	50
Carroll	31.9		.024		18.2					4,501	.56	.008	9,295		.008		3,852	.010	1
Catoosa142	12.1		.009			54.5				725		.001	1,529	.11	.001	126	1,135		
Charlton131	5.2		.004			32.6			1	628	1	.001	1,440	.10	.001	278	280	.002	
Chatham (Savannah)130	127.0		. 097		81.4	1				57,819		.103	92,824		. 081	731	1,463	.082	1
			200							470			40.4	-00					
Chattahoochee	2.1	.07	.002			14.3				172			434	.03		208			
Chattooga142	20.2	1	.015		20.5					3,055			6,466	. 46	.006	1	1,662	.006	
Cherokee	18.3	1	.014		13.2	1		3.00		2,642			5,674	.39	.005	1		.006	1
Clarke127	30.4		. 023		72.7			4.93		11,406	0.000	. 020	19,017	1.32		626	817	.020	-
Clay149	6.8	.22	.000	3.6		71.3	.41	1.29	3.22	837	.10	.001	2,141	.15	.002	315	908	.002	40
Clayton127	11.5	.38	.009	3.7	2.9	54.4	1.19	1.61	10.56	788	.10	.001	1,579	.11	.001	138	763	.002	22
Clinch	6.0	.20	.005	3.6		21.3	.41	1.17	4.51	794	.10	.001	1,706	.12	. 001	283	568	.002	40
Cobb127	39.9	1.30	.031	3.7	22.6	39.5	3.92	5.42	12.51	7,135	.89	.013	12,791	.89	.011	321	2,156	.015	48
Coffee	19.2	. 63	.015	4.0	24.0	60.5	1.66	3.17	9.00	3,602	.45	.006	6,660	.46	.006	347	3,033	. 008	53
Colquitt	32.7	1.07	. 025	3.9	30.7	53.8	2.25	5.22	12.01	5,793	.72	.010	11,678	.81	.010	357	4,790	.013	52
Columbia126	9.1	.30	.007	3.9		76.7	.55	1.62	6.13	479	.06	.001	948	.07	.001	105	1,197	.001	14
Cook129	11.2	1	.009			62.3				1,754								.005	
Cowets127	26.4		.020	1	26.6					4,483		.008	9,389	.65	.008	1		.010	
Crawford129	6.0	1				77.7				392			1,237	.09			1,138	.002	1
Crisp129	16.1			3.5	45.2					4,725	1					-		.008	
240	5.9	.19	.004			62.6						001	753	.05	. 001	129	486		50
Dade	4.4	1	.003			87.7				379 86		.001	339	.02		78	1	.002	341
Dawson	22.3				28.6					3,640		.006		.50		1		.008	47
Decatur125 De Kaib (Atlanta)127	88.9		.068		52.4	1				16,140							3,079	.053	
Dodge129	17.2				15.8					2,313				.35				.006	
Dooly129	15.7		.012	1		76.3			1	1,519	1	9				1	3,668	.005	1
Dougherty (Albany) 125	32.9		.025		66.7	1			1	15,980	1					1			1
Douglas127	9.4		.007		25.4	1				1,196		-		.19			.,	.003	1
Early	19.0				14.9	76.3			1	2,645 106	1		4,935 388			259 146	_,	.005	33
						1	1		1.00				-						
Effingham						56.6			1				1,852	1			.,		
Elbert127	17.8	1	1	1	31.5			1		2,955				1	1	1		.007	3
Emanuel	16.3	1		1	15.2	1		1	1		1	.006	.,			1	-,		1
Evans	6.7					58.4			1	1,255									
Fannin127	14.2	.47	.011	4.3		66.8	1.90	1.21	11.14	881	.11	.002	1,860	.13	.002	131	941	.003	27
Fayette	7.3	.24	.006	4.6		81.5	.57	1.28	6.87	553	.07	.001	1,268	.09	. 001	173	1,133	.002	33
Floyd127					46.8			1							. 025	500			63
Forsyth127	10.2	.33	.008	3.9		89.			1	632	1			.12	. 002	175	1,897	.002	
Franklin	14.3	.47	.011	4.0		76.	1.19	2.29	12.20		1	.004	4,840	.34			2,037	.005	
Fulton (Atlanta)	408.1	13.35	.312	3.2	79.1	4.	30.43	73.03	18.21	248,761	31.09	. 441	374,249	25.97	.328	917	3,643	.308	99
Gilmer127	8.5	. 28	.006	4.1		71.	.98	.97	11.31	734	.09	.001	1,296	.09	001	152	809	.002	33



ATLANTA
WATL-MBS

COLUMBUS
WRBL-CBS

ALBANY
WGPC-CBS

IN GEORGIA'S BIG FOUR COUNTIES . . .

Of Fulton and DeKalb (Atlanta), Muscogee (Columbus) and Dougherty (Albany)

POPULATION

. exclu-

of Marke Index

> 50 60

50 42

50 85

18 53 13 52

10

002 33

EMENT

Increased from 583,900 in 1940 to 662,035 in 1943*, raising their percentage of Georgia's population from RETAIL SALES

From 1941 to 1942 these four counties' percentage of Georgia's retail sales increased from

18.69% to 21.65% 37.26% to 39.53% 3

33.78% to 37.35%

EFFECTIVE BUYING POWER

From 1941 to 1942 these four

counties' percentage of Georgia's

Effective Buying Power increased

* This figure taken from the actual count of No. 2 Ration Books, distributed in March of 1943.

WATL ATLANTA WRBL COLUMBUS

The GEORGIA BROADCASTING SYSTEM

GEORGIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO		\$2			NURE OF		RETAIL S			EFFECTI		YING EST			ADVER	ES- TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Glascock	3.8	.13	.003	4.2		76.2	.30	.70	7.25	329	.04	.001	1,031	.07	.001	269	718	.001	33
Glynn	22.7	.74	.013	3.3	68.6	6.7	2.07	3.61	13.20	7,201	.90	.013	12,105	.84	.011	534	400	.015	115
Gordon	17.5	.57	.013	3.9	16.0	60.0	1.64	2.67	11.43	2,852	.36	.005	5,760	.40	.005	329	2,373	.007	54
Grady125	18.6	.61	.014	3.9	23.7	65.7	1.69	2.83	8.06	2,700	.34	. 005	5,500	.38	. 005	296	3,304		36
Greene 127	13.5	.44	.010	3.6		59.4	.88	2.38	8.01	1,671	.21	. 003	3,398	.24	. 003	252	1,208	.005	50
Gwinnett	26.9	. 88	.021	3.8	14.4	63.4	2.62	4.20	11.09	3,363	.42	.006	6,411	.44	.006	239	2,870	.009	43
Habershaim	13.9	.46	.011	3.9		51.8	1.46	1.92	8.47	2,342	.29	.004	4,705	.33	.004	338	1,329	.006	55
Hall127	33.4	1.09	.026	3.9	29.4	39.5	2.91	5.20	12.29	8,272	1.03	.015	14,331	.99	.013	429	2,259	.015	58
Hancock	10.8	.35	.008	4.1		80.7	68	2.07	7.09	1,258	.16	.002	2,924	.20	.003	270	1,230	.004	50
Haralson	13.0	.43	.010	3.8		64.6	1.47	. 1.99	10.25	2,003	. 25	.004	3,835	.27	.003	295	1,569	.005	50
Harris	11.5	.38	.009	3.8		77.1	.87	1.75	5.03	823	.10	.001	1,775	.12	.002	154	1,215	.003	33
Hart	13.6	. 45	.010	4.0		83.8	1.00	2.49	9.95	1,087	.14	.002	2,739	.19	. 002	201	2,554	.003	30
Heard	7.5	. 25	.006	4.0		89.4	. 64	1.26		430	.05	. 001	1,003	.07	. 001	134	809	.002	33
Henry	15.0	.49	.011	3.8		78.8	1.05	2.45	9.82	1,611	.20	. 003	3,719	. 26	.003	248	2,308	.005	45
Houston	11.7	.38	.009	3.7		76.4	.63	2.02	6.48	1,680	.21	. 003	3,354	.23	. 003	287	2,290	.004	44
Irwin	12.6	.41	.010	4.2		76.7	.80	1.97	5.57	1,216	.15	.002	2,554	.18	. 002	202	2,901	.003	30
Jackson	19.5	.64	.015	3.9	16.4	63.5	1.38	3.26	9.49	2,713	.34	.005	5,664	. 39	. 005	290	2,246	.006	40
Jasper	7.6	. 25	.006	3.5		69.5	. 62	1.53	6.49	1,067	.13	.002	2,533	.17	.002	332	1,213	.003	50
Jeff Davis	8.1	. 26	.006	4.2		72.6	. 68	1.22	7.66	944	.12	. 002	2,160	.15	.002	268	1,311	. 003	50
Jefferson	19.8	.65	.015	3.8		71.6	1.23	3.40	8.19	2,734	.34	. 005	5,814	.40	.008	294	3,201	.007	47
Jenkins	11.6	. 38	.009	3.6	23.8		. 89	2.00	6.09			. 003		1					1
Johnson	11.2	.36	. 009	3.8		77.0	.74	2.30	7.70	1,365	.17	.002	2,731	.19	.002	245	2,326	.003	1
Jones	7.9	.26	.006	3.7		73.3	. 57	1.37	6.73	467	.06	. 001	1,302	. 09	.001	164	1.045	.002	33
Lamar	9.8	. 32	.008	3.6	35.0	50.1	.80	1.68	12.13	1,522	.19	.003		1		1			-
Lanier	5.4	.18	.004	4.0		61.1	. 43	.79	6.96	588	. 07	.001	1,113	.08	.00	208	1,044	.001	23
Laurens129	30.1	.98	. 023	3.8	23.3		2.09	5.73	10.59	4,936	. 62	.009	9,967	. 68	.00	1	1		-

Before using these figures, see explanation page 11.

MAY 10, 1943

[1777

			ATION		12			NURE OF MES-194		RETAIL S			EFFECTIV		EST			ADVER CONT	TISH
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Qua of Mar Ind
.ee125	7.0	.23	1000	3.3		81.0	.31	1.70		508			967	.07	.001	139	1,685	.002	4
.iberty	8.7	.29	.007	3.6		54.4	1.32	.70		832	.10	.001	1,528	.11	.001	175	520	.003	4
incoln126	6.9	.22	.005	4.3		87.3	.52	.99	6.80	584	.07	.001	1,272	.09	.001	185	887	.002	4
Long130	3.4	.11	.003	4.0		54.0	.42	.51	3.38	266	.03		601	.04	001	176	339	.001	3
Lowndes	24.4	.80	.019		48.9	36.5	2.41	5.21		8,164			15,381	1.07	.014			.016	8
Lumpkin	5.5	.18	.004	4.0		71.2	.70	.70	8.92	405		.001	1,309	.09	.001	239	607	.002	
McDuffle126	10.9	.35	.008		28.4	63.4	.58	2.02		1,783		. OC3	3,483	.24	.003	1	1,137	.004	
McIntosh130	5.4	.18	.004	3.3		14.5	.84	.54	7.13	724	.09	.001	1,556	.11	.001	287	124	.002	1
Macon129	14.0	.46	.011	3.5		69.7	1.04	2.80	7.74	1,793	.23	.003	3,962	.27	.003	284	2,405	.006	١.
Madison127	12.3		.009			82.1				929			2,164					.003	
Marion128	6.6		.005			75.3							1,160			1		.002	1
Meriwether	20.3	.66	.015		15.5					2,199		1	4,943		.004			.006	1
Miller125	9.6	.31	.007	4.1		81.4	.56		1	900			1,853		. 002	193		.002	
Mitchell125	21.5		.016		22.2	1			1			1	6,896					. 007	
Manroe129						60.8			1				3,214			1			1
Montgomery	8.7			1		65.5			1		1		1,508				1	.002	1
Morgan127	12.3					73.3		1							.003	-			1
Murray127	10.0	.33	.008	4.3		75.6	.99	1.38	8.08	869	.11	.002	1,929	.13	.002	193	1,292	. 003	
Muscogee (Columbus)128	87.0	2.85	.066	3.4	70.6	6.8	4.17	15.33	14.47	35,383	4.42	. 063	62,569	4.34	.056	719	848	. 051	
Newton127	19.0	1	.015		37.8									1			1		
Oconee	6.3		.005			84.8		1					685						
Oglethorpe	11.7					83.3	1		1			1	1,683						
Paulding127	22.0	1	1000	1		76.7		1								1			
																			1
Peach129	10.9		.008	1	47.7	44.8	.68	1.89	9.00			.004	4,850	.34	.004	4 446	1,587	.005	i
Pickens127	8.6		.007			63.4									1				3
Pierce	10.8				****	71.9		1											
Pike127	9.7					82.3			1										
Polk127	25.6	.87	.020	4.0	44.9	32.7	1.85	4.58	12.50	5,210	. 66	.010	11,194	.78	.016	0 421	1,535	.012	2
Pulaski	9.3	.30	.007	3.4	30.5	65.	.58	1.91	7.5	1,660	.21	.003	3,332	.23	.003	3 358	1,608	.004	
Putnam127						66.7			-1		1	1					.,		
Quitman149				1							1		495			. 152			
Rabun	6.9		-	1		66.6						1.0	1				1		2
Randolph				1	20.8	1											1		
															-				
Richmond (Augusta)126		2.90	. 068	3.3	80.5	8.6	5.38	15.82	2 13.0	44,14	5.52	.078	61,247	4.25	.05	4 692	1,360	. 051	1
Rockdale127				1		61.													3
Schley					****	77.					1								
Screven				1	12.4	1					1								
Seminole	8.1	.26	.000	4.0		70.	.69	1.2	2 13.9	1,20	6 .15	.002	2,482	.17	.00	2 307	1,40	.003	3
Casidina 197	28.3	.93	022	3.5	AC I	26.	2 1.67	5.4	4 12.9	0.07	3 1.08	.015	14 770	1.02	.01	3 52	1 1 27	011	
Spalding									0 11.4										
Stewart128					46.	00			-1										
Sumter129				3.3	1						-1								
Talbot																			- 1
					1				1				1	1	1	1		1	
Taliaferro	5.4	.18	.004	4.0		. 75.	9 .4	1 .9	6 5.2	1 40	7 .0	.001	1,04	6 .07	.00	1 19	2 71	9 .00	2
Tattnall					1	. 63.	6 1.2	9 2.1	6 8.1	7 2,02	9 .2	.004	3,930	0 .27	.00	4 23			5
Taylor128	9.3	.30	.007	3.8		. 72.	.8	1.5	9 6.9	1,21	3 .15	.002	2,71	. 19	.00	29	3 1,46	0 .00	4
Telfair129																			- 1
Terrell125	16.1	.52	.012	3.4	22.	71.	1 .8	3.2	9 7.7	2,28	8 .2	.004	5,03	4 .35	.00	14 31	5 2,61	7 .00	6
Th	21 /	1 02	02/	2 5	40	E AE			0 0 2	0.44	4 0		10.90	2 00	01	1 40	. 0.07		
Thomas				1							-1								
Toombs		1	1	4.0															
Towns				1	1	00				. 16			60			1			- 1
Treutien		-1				-													
	1	1					1 .**	1.2	1.0	1 00	1	.00	1,50	1	.00	20	*,11	1 .00	
Troup127	46.9	9 1.54	.038	3.7	67.	1 22.	7 2.3	5 8.2	6 11.7	5 13,13	3 1.6	4 .02	22,39	2 1.55	.02	20 47	7 1,13	3 .02	5
Turner129				3.7		. 71.													- 6
Twiggs129	7.4	4 .24	.006	3.9		. 85.	9 .4	1 1.5	8	. 48	6 .0	6 .00	1,26	0 .09	.00	17	0 97	4 .00	2
Union127						. 89.			6	. 25			. 94	3 .0					11
Upson127	24.2	2 .79	.018	3.8	55.	5 28.	3 1.10	6 4.7	3 11.6	2 5,22	.6	5 .00	10,62	7 .7	4 .00	9 44	0 1,23	.01	1
					-														
Walker142																4			-
Walton																			- 1
Ware130		100	1	3.7	60.														
Warren					14						1								
Washington				3.7											1				
** mg + FU	16.0	.41	.011	4.0	66.	1 51.	0 1.0	1.8	3 8.8	3 2,01	4 .2	5 .00	4,08	9 .2	JU. O	05 32	1,62	.00	101

Areater Mianni grows in importance Las a National and World Market

assets that made her the number one playground of the world now are being utilized to train thousands of men of the Army and Navy. Her climate, housing facilities and location permitted an immediate transformation into the service of our Armed Forces; bringing millions of dollars in new payrolls to the area and providing unequalled training conditions for our "boys".

Greater Miami's new source of revenue, plus greatly enlarged War Production payrolls have increased buying power enormously; and, too, her proximity to Latin American trade and the fact that she is the world's largest international airport have contributed much to her expansion!

Sales Management's estimates for 1942 show these significant facts about Dade County (Miami):

Retail Sales, \$169,243,000; a gain of more than \$10,000,000 over 1941. Effective Buying Income, \$260,231,000; a gain of more than \$52,000,000 over 1941.

A comparison with Florida's second county (population only 10,000 less) shows: Dade County's Retail Sales, \$74,550,000 Greater | Dade County's Effective Buying Income, \$71,328,000 Greater |

You can reach this rich market at one low cost through the columns of

STORY, BROOKS & FINLEY National Representatives

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The Miami Herald

GEORGIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat		12			NURE OF MES-194		RETAIL S	ALES- ESTIN		EFFECTIV	SY/	-	INCO	ME1942 E	SAL ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.		Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Webster 128	4.0	.13	.003	4.1		85.3	.26	.76	7.16	283	.04	.001	515	.04		129	636	.001	33
Wheeler 129	7.5	.25	.006	4.3		74.2	.54	1.29	5.42	452	.06	.001	1,173	.08	.001	156	1,390	.002	33
White	5.7	.19	.004	4.2		75.1	. 68	.71	7.83	299	.04	.001	663	.05	.001	116	745	.001	25
Whitfield127	28.0	.91	. 021	3.9	40.0	38.5	2.57	3.51	12.57	6,709	.84	.012	11,826	.82	.010	423	1,526	.014	67
Wilcox	11.6	.38	.009	4.0		74.8	.77	2.11	7.72	1,083	.13	.002	2,596	.18		223	1,960	.004	44
Wilkes	14.2	.46	.011	3.5	23.4	70.4	1.22	2.40	5.96	1,964	. 25	.004	3,844	.27	.003	271	1,634	.004	36
W!lkinson	10.5	.34	.008	3.6		57.0	.76	1.88	7.26	1,045	.13	.002	2,234	.16	.002	213	1,148	.003	38
Worth	19.8	. 65	.015	3.8		79.9	1.04	3.85	7.48	1,687	.21	.003	3,397	.23	.003	172	3,951	.006	33
STATE TOTAL	3057.3		2.334	3.6	34.4	43.7	231.69	520.55	12.85	800,097		1,419	1,441,200		1.263	471	270,674	1.419	61

For Georgia City figures, see pages 186-187.

FLORIDA—County Data

Alachua 131	41.5	2.14	. 032	3.3	35.6	29.6	4.57	5.32	13.29	11,626	1.58	.021	19,935	1.50	.017	480	5,148	. 023	72
Baker	5.8	.30	.004	3.8		40.7	. 53	.98	5.27	881	.12	.002	1,769	.13	.002	303	765	.003	75
Bay	24.9	1.29	.019	3.3	56.1	3.7	2.76	2.72	10.00	5,596	.76	.010	9,580	.72	.008	384	329	.011	58
Bradford	11.1	. 57	.008	3.7		60.5	1.02	1.08	7.43	1,653	.22	.003	2,708	.20	.002	243	1,153	.003	38
Brevard	15.9	.82	.012	2.7	35.4	15.0	2.46	2.46	10.56	5,342	.72	.009	11,801	.89	.010	742	2,727	.016	133
Broward 132	38.3	1.97	. 029	2.9	79.3	4.0	5.06	6.60	16.20	18,984	2.58	.034	32,495	2.44	.029	849	7,882	.034	117
Calhoun	7.2	.37	.006	3.8		37.7	.94	1.02	6.50	1,143	.16	.002	1,871	.14	.002	261	659	.002	33
Charlotte	3.2	.16	.003	2.8		6.7	.57	.56	8.90	1,242	.17	.002	1,986	.15	.002	625	- 211	.003	150
Citrus	5.3	.27	.004	2.9		17.6	.79	.90	6.67	1,225	.17	.002	2,168	.16	.002	410	377	.004	100
Clay	8.6	.44	.007	2.9		20.2	.88	.91	6.50	907	.12	.002	1,988	.15	. 002	232	641	.003	43
Collier134	4.9	.25	.004	2.4		12.6	.31	1.39	4.80	1,389	.19	.002	2,106	.16	.002	432	1,796	.004	100
Columbia131	14.0	.72	.011	3.3	34.6	44.4	1.68	2.51	10.16	3,748	.51	.007	6,918	. 52	.006	493	2,097	300.	73
Dade (Miami)	265.0	13.65	. 202	2.9	80.5	1.9	31.41	44.52	27.41	169,243	22.98	.301	260,231	19.56	.228	982	13,009	. 269	133

INDUSTRIAL FLORIDA and its major areas of population and wealth are shown on the accompanying map. Each is a center of war industry and each has important Military and Naval in-

stallations. This \$473,821,000 market is dominated by John H. Perry newspapers and radio stations. Here's a sales opportunity . . . and here's coverage to do the job.



JACKSONVILLE

(DUVAL COUNTY)
City population, 1943. 247,500
County population. . . . 258,000
Annual payroli (City) . \$400,000,000

PENSACOLA COUNTY)
City population, 1943. 68,834
County population, 1943. 88,012
Annual payroll (City)...\$ 17,821,000°

OCALA (MARION COUNTY)
City population, 1943. 8,986
County population. 31,243
Annual payroll (City)...\$ 4,000,000

* More than double 1940 payroll.

PANAMA CITY

Figures given above do not include personnel or payrolls of Armed Forces in these cities. Data from civilian ration book count, Chambers of Commerce and Florida Industrial Commission.

FLORIDA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO Estima		142			NURE OF		RETAIL S	ALES-		EFFECTIV	S/A		INCO		ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Diloars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
De Seto	8.5	.44	.006	3.1	52.0	20.7	1.05	1.14	7.48	2,379	.32	.004	4,637	. 35	.004	547	1,178	.005	83
Dixie131	7.2	.37	.005	3.3		7.0	.45	1.44	7.80	1,518	.21	.003	2,333	.18	.002	324	292	.005	100
Duval (Jacksonville) 131	255.0	13.14	.195	3.3	84.1	2.9	19.68	35.49	17.96	94,692	12.86	.168	188,903	14.20	.166	741	4,174	.166	85
Escambia	73.2		.056		50.2			9.66	14.56	22,540	3.06	.040	44,816		.039	612	1,677	.041	73
Flagler	2.9			2.6		25.0		.64	6.70	565		.001	1,085	.08	.001	376	1,284	1002	
Franklin	5.7		200		54.5	1		.83	9.19	1,214	7.0.0	.002	2,444	.18	.002	425	32	.003	
Gadeden		1.61		3.5	35.0							.002	10,453	.79			4,806	.012	
Gadaden	31.3	1.01	.024	3.5	35.0	47.0	2.55	3,99	0.03	0,000	.04	.011	10,455	.13	.003	333	4,000	.012	30
Gilchrist	4.1	.21	.003	3.7		69.2	,55	.49	6.00	599	.08	.001	1,275	.10	.001	314	1,022	.001	33
Glades	2.1	.11	.002	2.8		30.7	.33			448	.06	.001	1,050	.08	.001	503	1,309	.002	100
Gulf	7.5		.006	3.4		5.2	.59			1,272	.17	.002	2,143	.16	.002	286	179	.003	50
Hamilton131	10.9	. 56	.008	3.5		56.3		1.52	6.36			.002		.19	.002	232	1,555	.004	
Hardee	9.4				26.7	1			10.07		0.00			.34			2,065	.005	
		1			20.1		1.40		10.00	,,,,,,	1		,,,,,				2,000		
Hendry134	4.9	. 25	.004	2.6		13.1	.49	1.22	7.60	1,636		.002	3,254		.003	659	4,355	.004	
Hernando134	5.1	.26	.004	3.0		37.3	.79	.80	9.48	1,594	.22	.003	2,722	.20	. 002	535	703	.004	100
Highlands134	8.3	.43	.006	3.2	67.9	13.4	1.09	1.41	10.39	1,794	.24	.003	4,771	.36	. 004	573	3,402	.006	100
Hillsborough (Tampa) 134	180.7	9.31	.138	3.1	64.3	12.3	21.33	28.53	14.82	80,217	10.90	.143	143,041	10.75	.125	792	11,164	.123	88
Holmes	12.9	.67	.010	4.1		65.5	1.60	1.85	7.63	864	.12	.002	2,004	.15	.002	155	1,727	.003	30
Indian River131	8.2	.42	.006	3.0	34.1	20.4	1.20	1.37	9.26	2,958	.40	.005	5,077	.38	.005	618	3,402	.007	117
Jackson133		1.73		1	14.8	1					2.75			.81	.010		-,	.011	1
Jefferson	11.5	1		1	1	59.9					1			.19	.002	-	1,236	.003	1
Lafayette	3.7	1	1	1		66.3						.002	1,244	.09	.002	338		.003	33
		1.30		1	07.6						1	.012				-		.019	-
Lake131	23.2	1.30	.018	2.9	27.9	16.2	3.83	4.07	10.13	0,200	.01	.012	15,716	1.10	.014	024	3,330	.015	100
Lee134	18.1	.93	.014	3.0	60.6	8.3	2.13	2.86	12.76	7,379	1.00	.013	12,687	.95	.011	701	2,862	.014	100
Leon	35.5	1.83	.027	3.2	51.3	26.0	3.13	5.25	12.30	10,383	1.41	.019	18,254	1.37	.016	515	1,181	.019	70
Levy	11.1	.57	.008	3.3		35.9	1.32	2.03	5.41	1,865	.25	.003	3,561	.27	.003	320	1,470	.006	75
Liberty131	3.2	1				32.3						.001	868	.06	.001	268	260	.001	50
Madison131	15.6			3.6	16.9													.006	50
A6	24.9	1.28	.019	3.0		49 .	3,39	4.00	11.54	8,363	1.14	.015	15.050	1.18	.014	628	5,817	.018	95
Manatee134					55.7							0.000							
Marion131	31.7	1			28.8	1		2475	10.94			.016			.015		4,489	.017	
Martin132	6.7		1			8.3			10.37			.003		.28	.003		669	.005	
Monroe	17.1	.88			91.8				12.40			.004	-,	.46	.006		159	.007	
Nassau131	11.2	.58	.009	3.5	32.3	24.3	1.34	1.33	11.45	2,121	.29	.004	3,664	. 28	.003	326	1,424	.005	36



TAMPA TRIBUNE

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Sawyer-Ferguson-Walker Co.

R. J. Bidwell Co., Pacific Coast

FLORIDA TIMES-UNION Jacksonville

National Representatives

Reynolds-Fitzgerald, Inc.

Noee, Rothenburg & Jann, Inc., Atlanta

★ MIAMI HERALD

National Representatives

Story, Brooks & Finley, Inc.

A. S. Grant, Atlanta

118

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			LATIO! Estimat		12			NURE OF		RETAIL S			EFFECTIV		YING ESTI			ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quali of Mark fode
Okaloosa	13.8	.71	.011	3.7		37.8	1.56	1.50	8.44	2,039	.28	.004	3,279	.25	.003	238	712	.004	36
Okeechobee	3.1	.16	.002	3.1		25.5	.44	.38	6.58	897	.12	.002	1,560	.12	.001	507	333	.002	100
Orange (Orlando) 131	71.7	3.69	. 055	3.0	63.5	8.6	9.82	10.60	16.58	37,243	5.06	.066	64,804	4.87	. 057	904	9,113	. 060	109
Oscoola	8.8	.45	.007	2.5	31.9	14.8	1.75	1.45	8.93	2,535	.34	.004	4,911	.37	.004	558	1,167	.006	86
Palm Beach 132	76.5	3.94	. 058	2.7	71.5	7.7	8.94	14.94	16.94	40,490	5.50	.071	72,990	5.49	.064	954	16,703	.077	133
Pasce	13.6	.70	.010	2.7	18.3	29.7	2.34	1.92	8.58	2,045	.28	.004	4,965	.37	.004	364	2,196	.007	70
Pinellas (St. Petersburg) .134A	92.3	4.76	.071	2.5	80.9	3.1	14.42	14.55	21.69	49,918	6.78	. 089	91,340	6.87	. 080	990	3,568	. 091	130
Pelk	89.3	4.60	.068	3.2	53.1	13.6	10.24	13.73	12.24	28,264	3.84	.050	58,102	4.37	. 051	651	24,722	. 067	99
Putnam	19.0	.98	.015	2.9	38.2	18.1	2.81	2.56	8.53	4,982	.68	.009	9,250	.70	.008	488	2,341	.011	73
St. Johns131	20.9	1.08	.016	3.0	60.4	8.1	2.51	3.12	11.71	7,114	.97	. 013	13,523	1.02	. 012	648	2,134	.015	94
St. Lucie	12.7	.65	.010	3.1	67.7	18.7	1.30	2.02	13.44	5,438	.74	.010	9,395	.71	.008	742	3,611	.011	110
Santa Rosa133	14.7	.76	.011	3.8		41.7	1.95	1.86	6.15	1,712	.23	.003	3,530	. 26	.003	241	1,257	.005	45
Sarasota134	16.9	.87	.013	2.8	69.2	5.1	2.22	2.44	15.57	8,989	1.22	.015	15,560	1.17	.014	920	2,947	.017	131
Seminole	22.5	1.16	.017	3.1	45.8	13.6	2.90	3.34	9.0	6,133	. 83	.011	12,331	.93	.011	548	7,349	.014	82
Sumter131	10.3	. 53	.008	3.3		42.7	1.52	1.43	8.00	1,491	. 20	.002	3,090	. 23	. 003	299	1,886	.004	50
Suwannee	16.4	.85	.013	3.7	20.1	61.0	2.09	2.02	9.7	3,026	.41	.005	5,621	.42	.005	343	3,046	.007	54
Taylor131	10.6	.55	.008	3.2	23.1	20.9	1.04	2.10	7.0	2,369	.32	.004	4,372		.004	412			75
Union131	7.4		.006	3.7		42.6	.47	.78	8.4	512	.07	.001	1,180		.001	160			1
Volusia131	58.0		.044	2.7	63.4	8.5	8.15	7.98	14.1	22,887	3.11	.041	43,436		. 038	749	-		
Wakulla131	5.5	.28	.004	3.6		22.8	.80	.54	5.9	795	.11	. 001	1,180	.09	. 001	216	287	.002	50
Walton133	13.6			3.8	18.0	45.4			-							1	1		1
Washington	10.6	. 55	.008	3.8		54.1	1.53	1.39	6.6	1,22	. 17	. 002	. 2,679	. 20	.002	253	1,034	.003	38
STATE TOTAL	1940.9		1.482	3.1	55.1	15.9	228.66	293 2	15.6	736,357		1.306	1,330,355		1.166	685	204,249	1.373	93

For Florida City figures, see pages 187-188.

South Atlantic States—City Data

DELAWARE-City Data

			LATIO 1942 timated				1	SAD S	SALES-1 ESTIMA				EFFECT		-	STIMA		942
CITY	COUNTY	Total	gg	%	Dollars	%	%		FIVE S	TORE GI			Dollars	%	1	f	Per Capi	ita
		(in thou- sands)	of State	of	(in thousands)	OI	of	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in	of	of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Dever	Kent New Castle	5.5† 116.0	2.00 42.11			4.52 48.25		1,630 23,451	721 9,681	482 10,927	416 5,930	290 3,081	5,248 149,956	1.67 47.86	1,000		84 114	110 148
TOTAL ABOVE CIT	IES	121.5	44.11	. 093	99,980	52.77	.178	25,081	10,402	11,409	6,340	3,371	155,204	49.53	. 136	1,277	112	147
STATE TOTAL		275.5		.210	189,643		.336						313,355		.275	1,137	*****	131

±1940 Census

For Delaware County figures, see page 159.

DISTRICT OF COLUMBIA-City Data

Washington	821.3627	695,328 1.232	 0 1.040 1,445 100 172

For District of Columbia County figures, see page 162.

MARYLAND-City Data

Annapolis	Anne Arundel	12.0	. 63	.009	15,616	1.41	.028	4,577			1,289	725	14,297	.63	.013	1,191	100	137
Baltimore E	Baltimore	944.9	49.86	.721	612,600	55.14	1.086	155,103	143,366	52,866	59,939	24,199	1,423,662	63.23	1.248	1,507	127	173
Cambridge	Dorchester	10.11	.53	.008	8,906	.80	.016	2,078	783		452		14,626	.65	.013	1,448	122	166
Cumberland	Allegany	40.0	2.11	.031	36,050	3.24	.064	9,610	4,637	4,421	2,275	1,407	53,424	2.38	.047	1,336	112	153
Easton1	Talbot	4.5	.24	.003	6,816	.61	.012	1,277	606	•	233	524	6,798	.30	.006	1,511	127	173
Frederick	Frederick	15.9	. 84	.012	20,042	1.80	.035	4,342	2,946	1,444	1,273	684	23,166	1.03	.020	1,457	123	167
Hagerstown	Washington	40.0	2.11	.031	28,894	2.60	. 051	6,246	4,381	3,121	1,828	1,057	48,578	2.16	.042	1,214	102	139
Hyattsville	Prince Georges	6.61	.35	.005	7,672	. 69	.014	1,516	289		116	388	8,832	.39	.008	1,343	113	154
Salisbury	Wicomico	13.3	.70	.010	17,523	1.58	.031	2,873	•	•	801		20,657	.92	.018	1,553	131	178
TOTAL ABOVE CIT	S	1,087.3	57.37	.830	754,119	67.87	1.337	187,622	157,008	61,852	68,206	28,984	1,614,040	71.69	1.415	1,484	125	170
STATE TOTAL		1.895.3		1.447	1,111,061		1.970						2,251,500		1.974	1,190		136

¹Independent City. †1940 Census. "Withheld to avoid disclosure,

For Maryland County figures, see pages 162, 164.

1st. in Washington

3rd. in America

In Advertising Gains!

The Washington Post not only set the pace in linage gains in Washington, D. C., but also led the nation—except for Philadelphia, where there was one less newspaper in 1942 than in 1941—in advertising gains for the year 1942. These gains of The Washington Post are a tribute to the importance of the Nation's Capital in these critical times and to the position of The Washington Post as the Capital's outstanding newspaper.

1942 vs. 1941–Media Records America's Leaders in Advertising Gains

- 1. Philadelphia Inquirer gained 1,280,143 lines
- 2. Philadelphia Bulletin gained 1,211,226 lines
- 3. The Washington Post gained 783,333 lines

Other Washington Papers

Washington Daily News gained 163,847 lines

Washington Times-Herald lost 618,875 lines

Evening & Sunday Star lost 967,867 lines

The Washington Post

EUGENE MEYER, EDITOR AND PUBLISHER

Represented by Osborn, Scolaro, Meeker & Co. in New York, Detroit, Chicago, St. Louis, and by Geo. S. Close, Inc. on Pacific Coast

36 33

70 30

73 94

50

75 33

50

38

Ratio to J. S. A.

148

147

131

172

137

173 186

153 173

> 139 154

170

136

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			LAŤIO 1942 timated					RETAIL	ESTIM	ATE			EFFECT		ES ES			1942
CITY	COUNTY	Total	%	% of	Dollars	% of	% of			TORE GI			Dollars	% of	% of	1	Per Cap	ita
		(in thou- sands)	of State		(in thousands)		U.S.A.	Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in thousands)		U.S.A.	Doil- ars	Ratio to State	Ratio to U. S. /
Alexandria	Arlington	33.5†	1.20	.025	19,828	2.26	.035	5,622	2,051	1,085	739	1,014	39,008	2.19	.034	1,164	182	134
Bristel	Washington	14.0	.50	.011	7,450	. 85	.013	1,098	1,000	232	613	317	9,021	.51	.008	644	101	74
Charlottesville	Albemarle	22.1	.79	.017	17,795	2.03	.031	3,519	2,019	1,594	1,139	902	25,315	1.42	.022	1,145	179	131
Covington	Alleghany	6.3	.23	.005	6,176	.70	.011	1,499	960	256	298	246	6,588	.37	.006	1,046	164	120
Danville	Pittsylvania	32.8	1.17	. 025	21,955	2.50	. 039	3,920	4,595	1,528	983	1,006	31,615	1.77	.028	964	151	111
Fredericksburg	Spotsylvania	10.8	.39	.008	10,812	1.23	.019	2,023	1,350	802	689	469	9,134	.51	.008	846	133	97
Hampton	Elizabeth City	7.5	.27	.006	6,100	.70	.011	1,186	436	349	212	258	5,900	.33	. 005	787	123	90
Harrisonburg	Rockingham	8.8	.32	.007	11,154	1.27	.020	1,155	2,491	430	644	407	9,401	. 53	.008	1,068	167	123
Lynchburg	Campbell	44.5	1.59	. 034	28,450	3.24	.050	5,817	5,292	2,094	1,777	1,461	46,412	2.60	.041	1,043	163	120
Martinsville	Henry	12.4	.44	.009	7,269	. 83	.013	1,485	1,485	409	224	316	9,573	.54	.008	772	121	89
Newport News	Warwick	66.5	2.38	. 051	33,500	3.82	. 059	7,452	6,707	2,890	1,738	1,186	63,482	3.56	. 056	955	150	110
Norfolk	Norfolk	262.5	9.40	. 200	103,750	11.82	.184	22,545	14,567	13,405	6,637	5,345	199,386	11.19	.175	760	119	87
Petersburg	Dinwiddie	32.5	1.16	. 025	19,361	2.21	. 034	4,463	2,227	2,089	767	912	36,069	2.02	.032	1,110	174	127
Portsmouth	Norfolk	80.0	2.87	.061	27,500	3.13	. 049	7,705	1,885	3,664	1,969	1,355	77,207	4.33	.068	965	151	111
Richmond	Henrico	215.1	7.70	.164	152,600	17.39	.271	32,165	28,331	13,742	8,896	7,104	289,150	16.22	. 253	1,344	211	154
:Roanoke	Roanoke	70.0	2.51	. 053	48,350	5.51	.086	9,515	7,055	6,599	2,043	2,126	74,980	4.21	.066	1,071	168	123
!Staunton	Augusta	13.3	.48	.010	11,188	1.28	.020	1,914	1,790	965	493	485	11,363	.64	.010	854	134	98
\$Suffolk	Nansemond	11.4	.41	.009	9,823	1.12	.018	1,493	1,646	789	346	319	12,041	.68	.010	1,062	166	122
:Winchester	Frederick	11.5	.41	.009	11,179	1.28	.020	2,010	1,380	995	687	509	14,157	.79	.012	1,231	193	141
TOTAL ABOVE CIT	IES	955.5	34.22	.729	554,240	63.17	. 983	116,586	87,267	53,917	30,894	25,737	969,802	54.41	. 850	1,014	159	116
STATE TOTAL		2,792.1		2.132	877,400		1.556						1,782,370		1.563	638		73

‡Independent City. §See also Bristol, Tenn. †1940 Census. For Virginia County figures see pages 164-167.

WEST VIRGINIA-City Data

Beckley	Raleigh	12.8†	.69	.010]	13,263	2.54	.024	1,662	1,355	1,530	592	*1	11,885	1.17	.010	925	168	106
Bluefield	Mercer	19.5	1.05	.015	12,911	2.47	.023	2,267	2,516	1,338	718		19,407	1.90	.017	995	181	114
Charleston	Kanawha	71.9	3.88	.055	62,300	11.94	.110	12,125	10,454	8,466	3,696	2,347	80,125	7.85	.070	1,114	203	128
Clarksburg	Harrison	30.6	1.65	.023	19,963	3.82	.035	4,528	3,667	2,100	1,003	777	33,304	3.27	.029	1,088	198	125
Elkins	Randolph	8.1†	.44	.006	6,006	1.15	.011	1,368		418	276	278	7,583	.74	.007	932	169	107
Fairmont	Marion	23.0	1.24	.017	15,808	3.03	.028	3,817	2,256	1,789	860	581	24,716	2.42	.022	1,075	195	123
Huntington	Cabell-Wayne	82.1	4.42	. 063	44,550	8.54	.079	8,699			2,303	•	78,600	7.70	.069	957	174	110
Logan	Logan	5.2	.28	.004	7,071	1.35	.012	1,116	1,107	824	398	245	5,686	.56	.005	1,093	199	125
Martinsburg	Berkeley	14.8	.80	.011	7,758	1.49	.014	1,720		602	210	415	15,024	1.47	.013	1,015	185	117
Morgantown	Monongalia	18.6	1.00	.014	13,391	2.57	. 024	3,061	2,231	•	645		17,561	1.72	.015	944	172	108
Parkersburg	Wood	31.0	1.67	. 024	19,708	3.78	.035	4,620	3,488	2,296	1,217	806	34,927	3.42	. 031	1,127	205	129
Welch	McDowell	6.3	.34	.005	6,417	1.23	.011	1,056	995	575	504	229	5,823	.57	.005	930	169	107
Wheeling	Ohio	65.0	3.50	.050	38,150	7.31	.068	8,425			2,553	1,532	69,785	6.84	.061	1,074	195	123
Williamson	Mingo	8.4	.45	.006	6,297	1.21	.011	1,249	1,056	•	356	253	7,716	.76	.007	919	167	106
TOTAL ABOVE CIT	IES	397.3	21.41	. 303	273,593	52.43	.485	55,713	29,125	19,938	15,331	7,463	412,142	40.39	.361	1,037	189	119
STATE TOTAL		1,855.6		1.417	521,810		.925						1,020,405		.895	550		63

Combined population of Bluefield City (Mercer County, W. Va.) and Bluefield town (Tazewell County, Va.) is 23.4. For \

For West Virginia County figures, see page 167.

†1940 Census.
*Withheld to Avoid Disclosure.

NORTH CAROLINA—City Data

Albemarle	Stanly	4.11	.12	.003	5.881	.66	.010	584	787	*	110	228	3,142	.18	.003	773	152	89
Asheville	Buncombe	51.5	1.49	.039	39,900		.071	8,778	7,246	3,632	1,878	1,854	62,270	3.55	.054	1,209	238	139
Burlington														-		-4		49
	Alamance	23.5	.68	.018	13,282		. 024	2,436	1,866	1,174	518	585	10,062	.57	.009	428	84	
Charlotte	Mecklenberg	104.9	3.03	.080	80,250	8.96	.142	12,900	15,357	*	4,055	3,376	145,684	8.31	.128	1,389	274	159
Concord	Cabarrus	16.0	.46	.012	9,577	1.07	.017	2,170	1,752	318	307	321	8,326	.47	.007	520	103	60
Durham	Durham	70.0	2.03	.054	39,300	4.39	.070	7,145		3,641	1,552	1,623	78,162	4.46	. 068	1,117	220	128
Elizabeth City	Pasquotank	13.0	.38	.010	6,128	.69	.011	1,438	871			167	9,839	.56	.009	757	149	87
Fayetteville	Cumberland	42.0	1.22	.032	12,745	1.42	. 023	2,248	1,919		571		14,254	.81	.012	339	67	39
Gastonia	Gaston	22.6	.65	.017	12,365	1.38	.022	2,740	2,055	809	441	344	18,653	1.06	.016	825	163	95
Goldsboro	Wayne	25.0	.72	.019	11,099	1.24	.020	1,850	2,220	762	276	331	13,743	.78	.012	550	108	63
Greensboro	Guilford	60.6	1.75	. 046	40,050	4.47	.071	7,259	6,917	4,340	1,871	1,585	67,300	3.84	. 059	1,111	219	128
Greenville	Pitt	14.0	.40	.011	9,509	1.06	.017	1,584	1,325	625	240	230	10,262	.59	.009	733	145	84
Henderson	Vance	8.2	.24	.006	7,432	.83	.013	1,065	1,178	489	180		5,110	.29	.004	623	123	72
Hendersonville	Henderson	5.4†	.16	.004	5,883	.66	.010	1,271	622	258	221		4,319	. 25	.004	803	158	92
Hickory	Catawba	13.5†	.39	.010	9,352	1.05	.017	1,742	1,562	563	269	303	8,787	.50	.008	652	129	75

†1940 Census.
*Withheld to avoid disclosure.

RALEIGH CAROLINA

MARKET AREA IN THE SOUTH ATLANTIC STATES!

(1942 RETAIL SALES OVER \$261,500,000*)

City Population 55,235, PLUS A Tremendous Trading Area

The News and Observer

Josephus Daniels, Publisher

Raleigh, N. C.

DAILY CIRCULATION

to S. A.

90 123 120

89 110

127 111

123

122

73

4-167.

114 128

125

39 95 63

128

84

92

75

ENT

80,688

Publisher's Statement For 3 Months Ending March 31, 1943

*Sales Management, Survey of Buying Power

SUNDAY CIRCULATION

83,306

Represented Nationally by THE BRANHAM COMPANY

NORTH CAROLINA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL	SALES-				EFFECT		ES			1942
CITY	COUNTY	Total	% of	% of	Dollars	%	% of		FIVE S	TORE G			Dollars	%	%		Per Capi	ita
		(in thou- sands)			(in thousands)	of	of U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of	U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
High Point	Guilford	40.5	1.17	.031	18,740	2.09	. 033	4,137	2,295	1,560	808	991	33,941	1.94	.030	838	165	96
Kinston	Lenoir	18.0	. 52	.014	10,431	1.17	.018	1,585	2,639	659	252		12,019	. 69	.011	668	132	77
Lexington	Davidson	10.5	.31	.008	5,304	. 59	.009	1,198	724	375	176	198	7,348	.42	.006	696	137	80
Lumberton	Robeson	5.8	.17	.004	6,573	.73	.012	987	970	404	113	204	4,444	. 25	.004	766	151	88
New Bern	Craven	17.0	.49	.013	7,155	.80	.013	1,469			291		12,305	.70	.011	724	143	83
Raleigh	Wake	55.2	1.59	.042	35,500	3.96	.063	4,756	4,825	4,664	1,636	1,742	46,305	2.64	.040	839	166	97
Reidsville	Rockingham	11.0	.32	.008	5,917	.66	.010	1,299	843	426	239	263	8,544	.49	.007	777	153	89
Rocky Mount	Edgecomb-Nash	27.0	.78	.021	13,809	1.54	.024	2,753	2,193	1,090	450	636	22,600	1.29	. 020	837	165	96
Salisbury	Rowan	28.1	.81	.021	15,676	1.75	.028	2,689	2,394	1,271	471	682	19,129	1.09	.017	681	134	78
Shelby	Cleveland	13.7	.40	.010	8,278	.92	.015	1,329	1,625	174	293	287	6,380	.36	.006	466	92	54
Statesville	Iredell	11.4	.33	.009	7,483	.84	.013	1,483	1,193	540	325	287	7,671	.44	.007	671	132	77
Wilmington	New Hanover	48.5	1.40	.037	20,800	2.32	.037	3,791		1,782	768		36,038	2.06	.032	743	147	85
Wilson	Wilson	17.7	.51	.014	11,190	1.25	.020	1,694	1,684	954	423	452	15,468	. 88	.014	874	172	100
Winston-Salem	Forsyth	79.8	2.31	. 062	40,000	4.47	.071	6,734	6,836	5,174	1,351	1,666	96,813	5.52	. 085	1,213	239	139
TOTAL ABOVE CIT	IES	858.5	24.83	. 655	509,609	56.91	.904	91,114	73,898	35,684	20,085	18,358	788,918	44.99	. 692	911	180	105
STATE TOTAL		3,456.9		2.639	895,462		1.588						1,753,410		1.537	507		59

†1940 Census. *Withheld to avoid disclosure.

For North Carolina County figures, see pages 168, 170, 172, 174.

Before using these figures, see explanation page 11

LOOK BEFORE YOU LEAP! If any of the figures on these pages seem confusing or incomprehensible, you must have skipped the introductory explanation beginning on page 11. Reading it before you attempt to use these data, is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

CITY			LATIC 1942 timate					RETAIL					EFFEC*		BUYING			1912
CITY	COUNTY	Total	% of	%	Dollars	%	- gg			TORE G			Dollars	% of	% of		Per Cap	ita
		(in thou- sands)		of	(in	of	of U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)		U.S.A.	Doll- ars	Ratio to State	Ratio U. S. I
Anderson	Anderson	19.41	1.02	.015	13,418	2.67	. 024	2,531	2,612	706	568	581	21,542	2.47	.019	1,109	241	127
Charleston	Charleston	85.0	4.48	. 065	48,150	9.57	. 085	10,043			1,770	2,313	89,280	10.24		1,050	228	121
Columbia	Richland	65.5	3.45	.050	48,100	9.57	. 085	7,796			2,005	2,027	78,994	9.06	. 069	1,206	262	138
Conway	Horry	5.11	.27	.004	6,442	1.28	.012	1,048	1,537	291	139	297	4,280	.49	.004		184	97
Florence	Florence	17.1	.90	.013	13,716	2.73	. 024	1,885	2,448	1,340	445	501	15,888	1.82	.014	929	202	107
Greenville	Greenville	36.0	1.90	.027	48,300	9.60	.086	7,169	9,070	4,943	2,106	1,913	51,680	5.93	. 045	1,436	312	165
Greenwood	Greenwood	14.5	.77	.011	9,646	1.92		1,930	1,076		283	389	14,716	1.69	.013	1,015	221	117
Orangeburg	Orangeburg	13.0	. 69	.010	8,398	1.67	.015	1,493	1,154		297	309	10,698	1.23	.009	823	179	94
Rock Hill	York	18.0	.95	.014	9,318	1.85	.017	2,029	1,800	465	316	363	16,197	1.86	.014	900	196	103
Spartanburg	Spartanburg	34.2	1.80	. 026	31,700	6.30	. 056	5,362	5,823	•	1,332	1,323	41,850	4.80	. 037	1,224	266	141
Sumter	Sumter	17.6	. 93	. 013	13,134	2.61	. 023	2,593	1,658	943	276	480	17,821	2.05	.016	1,013	220	116
TOTAL ABOVE CIT	IES	325.4	17.16	. 248	250,322	49.77	.444	43,879	27,178	9,406	9,537	10,496	362,946	41.64	.318	1,115	242	128
STATE TOTAL		1,896.4		1.448	502,910		.892						871,670		.764	460		53

*Withheld to avoid disclosure. †1940 Census.

For South Carolina County figures, see pages 174-175.

GEORGIA—City Data

Albany!	Dougherty	25.1	.82	.019	15,150	1.89	.027	2,693	€,664	868	570	581	20,140	1.40	.018	802	170	92
Athens	Clark	21.8	.71	.017	10,648	1.31	.019	2,399	1,323	832	•	491	15,000	1.04	.013	688	146	79
Atlanta	DeKalb-Fulton	316.5	10.35	.242	250,500	31.31	.444	38,887	72,263	24,608	14,244	9,240	315,348	21.88	.276	996	212	114
Augusta	Richmond	73.5	2.41	. 056	42,750	5.34	.076	8,782	7,023	5,041	1,698	1,647	56,840	3.95	.050	773	164	89
Brunswick	Glynn	15.0†	.49	.011	7,069	.88	.013	1,603	595	682	218	364	10,518	.73	.009	700	149	80
Columbus	Muscogee	60.0	1.96	.046	34,850	4.36	. 062	7,373	•	3,974	1,728	1,046	45,592	3.17	.040	760	161	87
Cordele	Crisp	7.91	. 26	.006	4,682	.59	.008	886	658	185		•	7,641	. 53	.007	964	205	11
Dalton	Whitfield	10.8	.35	.008	6,626	. 83	.012	1,674	629	473	313	•	7,800	.54	.007	722	153	8
Decatur	De Kalb	16.61	.54	.013	6,641	.83	.012	2,077	277		144	501	13,114	.91	.011	792	168	9
East Point	Fulton	12.4†	.41	. 009	5,596	.70	.010	1,628	168	•	173	158	8,150	. 57	.007	657	140	7
Gainsville	Hall	10.2	.34	.008	8,168	1.03	.015	1,596	981	496	229		7,636	.53	.007	745	158	8
Griffin	Spalding	15.2	.50	.012	8,554	1.07	.015	1,994		568	271	331	9,821	. 68	.009	646	137	7
La Grange	Troup	22.0	.72	.017	8,160	1.02	.015	2,083	913	756	404	359	14,611	1.01	.013	665	141	7
Macon	Bibb	70.0	2.29	. 053	38,400	4.80	.069	8,085	6,005	3,500	1,781	1,307	60,564	4.20	. 053	865	184	9
Marietta	Cobb	13.0	.43	.010	5,182	. 65	.009	922	527	349	269	256	7,545	. 52	.007	580	123	6
Moultrie	Colquitt	13.5	.44	.010	5,440	. 68	.010	1,338	620	519	133	290	7,015	. 49	.006	520	110	6
Rome	Floyd	26.3	.88	.020	15,305	1.91	.027	3,061		1,955	614	601	19,212	1.33	.017	730	155	8
Savannah	Chatham	101.0	3.30	.077	54,500	6.81	.097	14,345			2,837	1.834	91,355	6.34	.080	905	192	10

†1940 Census. *Withheld to avoid disclosure. Before using these figures, see explanation page 11.

WMBR Jacksonville, Florida

OFFERS A \$400,000,000 SALES OPPORTUNITY PLUS WFOY, SAINT AUGUSTINE, AS A BONUS

Jacksonville is a rich, booming market where a \$400,000,000 annual payroll is burning holes in war workers' pockets . . . where additional millions are being spent by soldiers and sailors. And it's a market that's highly responsive to WMBR, Jacksonville'S CBS outlet.

Sell Jacksonville through WMBR ... and also gain free access to Saint Augustine's \$7,000,000 market through WFOY which is offered to WMBR advertisers at no additional cost. A recent authoritative survey showed that 85% of Saint Augustine residents prefer WFOY to any other station.

WMBR 250 WATTS-1400kc and WFOY 250 WATTS-1240kc JACKSONVILLE, FLA.

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

Hit It Hard · But Now/

Batting-average of the Per Capita Buying Power of this new rich market is up . . . leads U. S. average by \$111.*

Annual income (over \$320,000,000) in 1942 exceeds tourist income in any year.

In dollar volume Miami's share represented over 47% of total retail sales in Florida's three major markets in 1942.

Hit this 12-months-a-year market now . . . and break ground for your postwar profits.

M I A M I D 5,000 WATTS + 610 KC + NBC

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

'MIAMI (Dade County)
Effective Buying Power
Per Capita \$982
U. S. Average . . . \$871
('42 SM Estimate)

National Representative GEORGE P. HOLLINGBERY COMPANY

GEORGIA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL	SALES-				EFFECT		770	STIM/		1942
CITY	COUNTY	Total	96	9%	Dollars	%	%			TORE G			Dollars		%		Per Cau	ita
		(in thou- sands)	% of State	of U.S.A.	(in	of State	of U.S.A.	Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in	of State	u.s.a.	Doll- ars	Ratio to State	Ratio to U. S. A
Thomasville	Thomas	15.0 18.6	.49		5,970 8,064		1	1,315 1,805	849	324	165 364	340	8,156 11,010	.57	.007	544 592	116 126	62 68
Waycross	Ware	20.0 3.6	.65	1	9,025 4,133			2,020 900	942 715		381 27	497	11,979 2,204	.83 .15	.010	599 614	127 147	69 70
TOTAL ABOVE CIT	IES	888.0	29.05	.678	555,413	69.42	.987	107,466	97,152	45,298	26,563	19,843	751,251	52.13	. 658	845	175	97
STATE TOTAL		3,057.3		2.334	800,097		1.419						1,441,200		1.263	471		54

†1940 Census. *Withheld to avoid disclosure.

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For Georgia County figures, see pages 175-179.

FLORIDA—City Data

				1														
Bradenton	Manatee	8.0	.41	.006	5,957	.81	.011	1,354	855	394	325	409	8,141	.61		1,018	149	117
Clearwater	Pinellas	10.1†	. 53	.008	7,395	1.00	.013	1,614	365	575	760	289	11,629	. 88	.010	1,147	167	132
Coral Gables	Dade	9.0	.46	.007	6,202	. 84	.011	2,037		184	767	535	8,108	.61	.007	901	132	103
Daytona Beach	Volusia	22.6†	1.16	.017	15,034	2.04	.027	3,300	1,298	1,427	1,495	990	25,303	1.90	.022	1,120	164	129
Fort Lauderdale	Broward	18.0	.93	.014	13,570	1.84	.024	2,600	1,128	943	1,348	653	23,439	1.76	.021	1,302	190	149
Fort Myers	Lee	10.6†	. 55	.008	7,052	.96	.013	1,282			475		9,772	.74	.009	918	134	105
Fort Pierce	St. Lucie	8.01	.42	.006	4,609	. 63	.008	977	355	121	433	202	8,557	.64	.008	1,064	155	122
Gainesville	Alachua	16.0	.82	.012	9,649	1.31	.017	1,911	687	724	665	445	15,836	1.19	.014	990	145	114
Jacksonville	Duval	247.5	12.75	.189	88,350	12.00	.157	18,164	10,598		6,212	4,626	183,465	13.79	.161	741	108	85
Lakeland	Polk	25.0	1.29	.019	14,493	1.97	.026	3,139	1,936	1,160	799	635	24,809	1.86	.022	992	145	114
Miami	Dade	192.1§	9.90	.147	133,500	18.13	. 237	22,974	20,572	10,935	14,361	7,651	196,250	14.75	.172	1,022	149	117
Miami Beach	Dade	28.0	1.44	.021	26,729	3.63	. 047	4,161	2,141	5,044	5,603	2,376	33,775	2.54	.030	1,206	176	138
Ocala	Marion	9.5	.49	.007	8,143	1.11	.014	1,201	948		306	327	9,787	.74	.008	1,030	150	118

§As of 12-15-41.

*Withheld to avoid disclosure,

Before using these figures, see explanation page 11.

MAY 10, 1943

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ST. PETERSBURG Leads Again in Per Capita BUYING INCOME!

- Again, as in years past, St. Petersburg holds its leadership among the four large city markets of Florida in PER CAPITA BUYING INCOME. Here are the figures for 1942 as compiled by Sales Management: ST. PETERSBURG \$1060; Miami \$1022; Tampa \$1000; Jacksonville \$741. The figures for the counties in which these cities are located follow the same order, with PINELLAS County, the St. Petersburg market, first!
 - ST. PETERSBURG is an independent market, covered by its own daily newspapers, but not covered by those of Tampa or any other city. No outside newspaper has as much as 300 average daily circulation in St. Petersburg.

ST. PETERSBURG TIMES--THE EVENING INDEPENDENT

Represented nationally by Theis & Simpson Company, and in Jacksonville by V. J. Obenauer, Jr.

FLORIDA—City Data—(Continued)

The "SM" symbols mark original, exclu-sive estimates by SALES MANAGEMENT.

			LATIC 1942 timate					RETAIL					EFFECT		ES ES			1942
CITY	COUNTY	Total	%	%	Dollars	%	%			TORE GI			Dollars	%	%	-	Per Cap	ita
		(in thou- sands)	State	U.S.A.	(in thousands)		U.S.A.	Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in thousands)		U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Oriando	Orange	39.3	2.02	.030	34,958	4.75	.062	5,002	5,192	2,794	2,178	1,556	42,346	3.18	. 037	1,078	157	124
Pensacola	Escambia	55.0	2.83	.042	19,367	2.63	. 034	4,007			1,034	782	36,299	2.73	. 032	660	96	76
Plant City	Hillsborough	8.4	.43	.006	5,400	.73	.010	1,121	343	201	179	169	7,231	.54	.006	861	126	99
St. Augustine	St. Johns	12.1	. 62	.009	6,283	. 85	.011	1,687	287	402	603		10,659	.80	.009	881	129	101
St. Petersburg	Pinellas	70.8	3.65	. 054			.075	7,554	4,645	4,118	4,051	4,709	75,052	5.64	.066	1,060	155	122
Sanford	Seminole	11.1	. 57	.009	5,217	.71	.009	1,441	549	270	214	212	8,934	. 67	.008	805	118	92
Sarasota	Sarasota	11.5	. 59	.009	8,211	1.02	.014	1,948	•	590	923	•	11,865	.89	.010	1,032	151	118
Taliahassee	Leon	21.1	1.09	.016	9,132	1.24	.016	1,614	1,128	919	558	505	17,435	1.31	.015	826	121	95
Tampa	Hillsborough	122.0	6.29	. 093	73,650	10.00	.131	12,553	10,957	7,342	6,433	3,321	121,941	9.17	.107	1,000	146	115
W. Palm Beach	Palm Beach	33.71	1.74	. 026	27,320	3.71	.048	5,614	2,215	2,466	2,320	1,303	38,916	2.93	.034	1,155	169	133
Winter Haven	Polk	11.5	. 59	.009	7,065	.96	.013	1,413	395	293	229	266	9,256	.70	.008	805	118	92
TOTAL ABOVE CIT	IES	1,000.9	51.57	.764	579,647	78.72	1.028	108,666	66,594	40,902	52,271	31,961	938,805	70.57	. 823	938	137	108
STATE TOTAL		1,940.9		1.482	736,357		1.306						1,330,355		1.166	685		. 79

†1940 Census. *Withheld to avoid disclosure

For Florida County figures, see pages 179, 180, 182.

Before using these figures, see explanation page 11.

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 324.

A BLUE NETWORK STATION

> 620 kc-5,000 watts 24 hours a day

Covers Florida's Biggest Market (INCLUDING THE PROSPEROUS TAMPA-ST. PETERSBURG AREA)

Like the Sunshine

WSUN in its primary area reaches 38 percent of Florida's population, and its primary and secondary coverage, combined, includes 63 percent . . . This WSUN effective sales area is the largest and richest sales area in the state covered by one outstanding radio station . . . For further information address Norman E. Brown, Manager, WSUN, or national representatives:

New York—Chicago—Boston WEED & COMPANY Detroit—Hollywood—San Francisco

TAMPA IS A WAR-TIME MARKET WITH A PEACE-TIME FUTURE!

BOOMING! ZOOMING! GREATER THAN EVER BEFORE! Such terms apply to present-day Tampa. Millions of dollars in war contracts—shipbuilding—great army and navy camps—air fields and bomber fields prove Tampa is

GEARED TO VICTORY!

BUT ITS INDUSTRIAL AND ECONOMIC STRENGTH IS BASED ON THE PEACETIME OCCUPATIONS OF THE

450,000

PERMANENT-YEAR ROUND POPULATION OF THE TAMPA, FLORIDA, TRADING AREA

TAMPA AND THE TAMPA AREA NOT ONLY LEAD THE WORLD IN CITRUS CANNING AND THE MANUFACTURE OF CLEAR HAVANA CIGARS BUT PRODUCE:

- -more than one-third of Florida's \$300,000,000 volume of manufactured products
- -more than one-third of Florida's cash farm income
- -all of Florida's cement

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to S. A.

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- -three-fourths of the nation's phosphate
- -most of Florida's buge fertilizer production
- -most of the nation's sponges
- —AND ships through its Gulf Coast ports more than 40% of Florida's 10,000,000 tons of water borne cargo per year.

RETAIL SALES in 1942 were 49% above 1939 and the first two months of 1943 showed a 64% gain over 1942—highest in the state. 1942 bank clearings were double the 1939 total and are still higher today.

54% of the 125,000 families in fifteen Florida counties read the TAMPA TRIBUNE. Family coverage is not less than 20% in any county or city throughout the entire trading area. Coverage of urban families is 82%—of rural families 24%.

POPULATION TOTAL AND ALL OTHER FIGURES QUOTED ARE EXCLUSIVE OF ST. PETERSBURG.

The national advertiser who seeks to establish acceptance in areas which will provide a stable reserve of post war buyers, as well as present-day sales, cannot well afford to overlook The Tampa market in which the elements of economic stability are so plainly apparent.

THE TAMPA TRIBUNE

TAMPA, FLORIDA

FLORIDA'S LEADING WEST COAST NEWSPAPER

National Representatives • SAWYER-FERGUSON-WALKER CO. • NEW YORK • CHICAGO • DETROIT • ATLANTA R. J. BIDWELL CO. • SAN FRANCISCO • LOS ANGELES

TRADING AREAS of EAST NORTH CENTRAL STATES



JOHN FARMER R.F.D. #1 NO SUCCESSFUL NO



"What farmers think , counts



Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.

And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

WHIOIS

HE DAYTON MARKET

5000 WATTS

BASIC CBS

G. P. HOLLINGBERRY CO., Representatives

East North Central States—County Data

OHIO-County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIC Estima		142			NURE OF MES-194	10	RETAIL S	ESTIR		EFFECTIV		ESTI			ADVER	ES- TISINO TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sens per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Pe- tential	Quality of Market Index
Adams50	18.8	.27	.014	3.2		59.1	3.38	2.51	12.20	3,642	.11	.006	7,636	.11	.007	406	4,252	.009	64
Allen	66.5	.96	. 051	3.2	65.2	16.2	10.60	9.66	25.46	34,372	1.02	.061	64,962	.91	.057	977	7,271		108
Ashland45	28.0	.40	. 021	3.1	41.8	33.8	5.34	3.33	29.46	12,811	.38	.023	24,112	.34	.021	863	5,425	.023	110
Ashtabula	65.5	.95	.050	3.1	50.9	26.4	12.31	7.26	23,54	30,154	.89	. 053	61,879	. 86	.054	945	10,131	.056	112
Athens	43.4	.63	. 033	3.2	34.5	27.2	6.46	5.79	13.48	14,158	.42	.025	27,402	.38	.024	631	3,232	.030	91
Auglaize54	27.1	.39	. 021	3.1	38.4	36.5	5.07	2.86	19.16	8,864	.26	.016	18,525	. 26	.016	683	7,847	.017	81
Belmont33	90.5	1.31	.069	3.4	47.3	16.7	12.48	12.57	18.16	25,520	.76	.045	49,973	.70	.044	552	5,094	.060	87
Brown50	19.5	.28	.015	3.0		59.7	3.81	2.45	14.29	4,663	.14	.008	8,880	.12	.008	456	5,966	.011	73
Butler (Hamilton) 50	126.6	1.83	.097	3.3	70.3	11.3	16.10	16.39	25.45	49,647	1.47	.088	105,953	1.48	.093	837	7,651	.098	101
Carroll45	15.0	.22	.011	3.3	22.5	49.4	3.14	1.59	17.81	3,748	.11	.007	7,169	.10	.006	479	3,050	.008	73
Champaign48	25.2	.36	.019	3.1	33.0	38.4	4.04	3.22	18.12	8,367	.25	.015	17,630	.25	.015	699	8,595	.018	95
Clark (Springfield)48	99.2	1.43	.076	3.2	73.9	12.3	12.17	14.48	26.00	47,200	1.40	.084	98,957	1.38	.087	998	9,547	.086	113
Clermont50	33.9	.49	.026	3.1		42.2	5.97	3.76	16.70	8,742	.26	.015	16,319	.23	.014	482	5,514	.018	69
Clinton50	22.2	.32	.017	2.9	26.5	40.2	3.69	3.14	18.05	9,177	.27	.016	17,451	.24	.015	786	7,734	.016	94
Columbiana45	89.5	1.29	.068	3.3	60.7	18.6	13.96	10.47	22.87	37,614	1.11	.067	71,132	.99	.062	795	7,275	.075	110

Before using these figures, see explanation page 11.

Help, please! One-fourth of all questions about the Survey of Buying Power wouldn't have to be asked if readers had read the explanations starting on page 11.





\$23,500,000 MONTHLY PAYROLL

119,592 WORKERS with a monthly payroll of \$23,500,000.00. That's the type of market every alert manufacturer is interested in developing . . . that's the kind of market every industrious sales manager likes to concentrate on for increased volume.

The Beacon Journal is your key to Akron's spendable income, for Akron workers rely on their only home town newspaper to keep them up to the minute on local, national and world happenings. These free-spending workers also depend on the Beacon Journal advertising columns to guide them in filling their daily wants and needs.

HERE'S WHERE YOU GET IN ON THE PAYOFF: Beacon Journal net paid daily circulation, for the month of March 1943, was 124,828, and net paid Sunday circulation was 112,155. These figures are ample proof that you can do a complete job of selling Akron's 119,592 workers and their families by concentrating your sales messages in Akron's only Daily and Sunday Newspaper. The cost is surprisingly low.

AKRON BEACON JOURNAL

Represented by: Story, Brooks & Finley

NEW YORK · PHILADELPHIA · CHICAGO · CLEVELAND · LOS ANGELES · ATLANTA



What better way to check the strength of a radio station than to analyze the advertising actions of the merchants in that station's coverage area. These advertisers, right on the scene, have the best opportunity of seeing sales made and examining the source of those sales. They know the listening, as well as the buying habits of their customers. When these men concentrate their advertising in one spot, it must be true that they are getting results.

It is true, too, that radio stations WHK and WCLE sell more time to local merchants than all other Cleveland radio stations combined.

It must follow: WHK and WCLE, by experiment of local dealers, have proven themselves the radio outlets that give you the greatest promise of greatest returns for your advertising dollars spent in the rich Northeastern Ohio market

WHK-WCLE CLEVELAND, OHIO

OHIO-County Data-(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIC (Estima		942			NURE OF		-	ESTIN	-1942 MATE			EST		ME1942 E	ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Coshocton	27.8	.40	. 021	3.1	37.6	36.8	5.36	3.36	20.71	10,163	.30	.018	20,386	. 29	.018	734	5,208	.020	95
Crawford	34.4	.50	. 026	3.0	64.0	26.5	6.13	4.26	21.61	14,272	.42	. 025	30,258	.42	. 027	880	8,357	. 026	100
-Cleveland-Lakewood)45	1230.5	17.76	. 939	3.2	97.2	.6	131.57	204.95	34.20	740,007	21.90	1.312	1,644,449	22.97	1.442	1,336	7,806	1.227	131
Darke	37.3	.54	. 029	3.0	19.9	50.4	6.18	4.96	19.71	12,726	.38	.022	23,940	.33	.021	642	14,162	.025	86
Defiance55	22.9	.33	.017	3.2	50.4	40.9	4.24	2.62	21.76	8,761	. 26	. 015	17,451	.24	.015	762	6,889	.017	100
Delaware	25.2	.36	.019	3.0	33.4	43.8	4.54	3.04	20.30	8,660	.26	.015	16,415	.23	.014	652	8,244	.016	84
Erie	46.3	. 67	. 035	3.1	57.6	16.7	6.90	5.14	27.18	19,542	.58	. 035	41,279	.58	.036	892	5,002	.038	109
Fairfield47	45.4	. 65	. 035	3.2	45.2	27.9	7.79	5.48	22.23	15,604	.46	.028	30,117	.42	. 026	664	7,882	. 032	91
Fayette	19.7	. 28	.015	3.1	44.0	41.1	2.94	3.12	19.43	8,747	. 26	.016	17,384	.24	.015	885	7,738	.015	100
Franklin (Columbus) 47	409.0	5.90	.312	3.2	85.0	4.0	45.01	60.73	31.52	239,194	7.08	.424	464,887	6.49	.408	1,137	9,629	.382	122
Fulton55	23.2	. 33	.018	3.1	12.8	53.2	4.33	2.47	20.75	8,894	. 26	.016	16,756	.23	.015	723	9,557	.018	100
Gallia47	24.5	.35	.019	3.3	31.4	48.4	3.72	2.33	13.01	5,368	.16	.010	10,868	.15	.010	444	3,160	.010	53
Geauga	19.1	. 28	.015	3.3		57.5	3.30	1.89	22.80	5,462	.18	.010	10,587	.15	.009	554	6,187	.012	80
Greene	40.4	.58	.031	3.1	36.8	29.6	5.08	4.58	22.58	11,125	.33	.020	20,773	. 29	.018	515	8,516	.022	71
Guernsey	32.9	.47	. 025	3.1	38.8	28.6	6.72	4.33	14.75	11,150	.33	.020	21,007	.29	.018	639	3,484	. 023	92

Before using these figures, see explanation page 11.

IT MAY SOUND REPETITIOUS, BUT-

If any of the figures on these pages seem incomprehensible or confusing, you must have skipped the introductory explanation beginning on page 11. Reading it before you attempt to use these data is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

FIGURES THAT COUNT!



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There's Something About Them You Can't Pass Up...

THE 32 HIGHLY DIVERSIFIED COUNTIES

which make up the Central Ohio market cover a 14,933 square mile area . . . with a population of nearly 1,400,000 inhabitants . . . almost 400,000 homes in 77 cities of over 1000 population and 739 smaller towns.

THIS RICH MARKET AREA consists of more than 1,000,000 adult buyers and has an effective buying income of well over \$1,000,000,000 . . . with retail sales amounting to nearly \$500,000,000 annually . . . and Columbus is the only large trading center.



IN COLUMBUS, OHIO, where the population now exceeds 400,000 inhabitants, the total annual payroll amounts to more than \$285,000,000 . . . carloadings are up 50% over 1942 . . . and 4,000 progressive merchants have enjoyed an increase in sales averaging 56%.

PURCHASING POWER IN COLUMBUS

and Central Ohio is now the highest in history . . . 83,000 farm owners and operators are making more money and war industries have record payrolls . . . everyone has money. Columbus population is 94.7% native born.



YOU CAN COMPLETELY COVER COLUMBUS and its tributary towns and villages with The Dispatch which has a home delivery coverage exceeding 90%.... Last year 727 display advertisers used this newspaper exclusively.... They got results in Central Ohio with The Dispatch!

WHEN YOU CONSIDER OHIO include Columbus and the important Central Ohio market. To cover this area use The Columbus Dispatch with its better than average circulation . . . a circulation greater than all Columbus daily newspapers combined. And you'll get results!



Write for More Complete Details of This BIG Market

COLUMBUS DISPATCH

CENTRAL OHIO'S GREATEST SINGLE SALES INFLUENCE O'MARA & ORMSBEE, National Representatives

Lucas County

Tops All Ohio

IN ITS EFFECTIVE BUYING INCOME, PER CAPITA

(See Lucas County (Toledo) Data in this issue)

Completely covered by the

TOLEDO BLADE

Ohio's 2nd Largest Evening Newspaper

REPRESENTED BY PAUL BLOCK AND ASSOCIATES

OHIO-County Data-(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ULATIO (Estima		142		HOI	NURE OF		RETAIL S	ESTIN		EFFECTI		EST			ADVER	ES- RTISING TROLS
COUNTY	Total (in thou- sands)	% of State	of U.S.A.	Per- sons per Fam- ily	Wr- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Hamilton (Cincinnati)50	657.2	9.48	.502	3.0	87.6	2.5	70.07	111.27	24.69	399,617	11.83	.709	895,837	12.51	.785	1,363	6,245	.669	133
Hancock55	37.5	.54	. 029	3.1	54.8	31.4	6.80	5.15	25.32	15,246	. 45	. 027	27,965	.39	.025	746	10,616	.028	97
Hardin54	26.2	.38	.020	3.0	28.1	39.4	4.42	3.55	17.54	8,186	.24	.015	15,371	.22	.014	586	8,929	.017	85
Harrison45	18.5	.27	.014	3.2	13.8	37.6	3.33	2.22	16.17	4,360	.13	.008	9,570	.13	.008	517	2,984	.011	79
Henry	20.9	.30	.016	3.2	21.2	52.7	3.70	2.62	19.32	7,284	.22	.013	13,662	.19	.012	653	10,633	.014	88
Highland50	26.3	.38	.020	3.0	33.0	44.3	4.58	3.44	15.71	9,063	.27	.016	17,065	.24	.015	650	7,240	.018	90
Hocking47	19.3	.28	.015	3.3	28.7	35.2	3.04	2.69	13.95	5,210	.15	.009	9,599	.13	.008	498	1,708	.011	73
Holmes	17.3	. 25	.013	3.4		62.4	2.96	1.57	15.84	4,371	.13	.008	8,897	.12	.008	514	6,786	.009	69
Huron45	34.9	.50	.027	3.1	46.0	32.9	6.24	3.68	24.89	13,914	.41	.025	29,797	.42	.026	853	6,910	.026	96
Jackson47	24.8	.38	.019	3.3	43.8	28.1	4.62	2.46	12.66	7,922	.23	.014	15,174	.21	.013	611	1,916	.016	84
Jefferson (Steubenville)30	93.8	1.35	.072	3.6	51.2	10.2	11.31	13.26	25.16	45,098	1.33	.080	86,382	1.21	.076	921	2,668	.085	118
Knox47	29.1	.42	.022	3.0	32.6	38.0	5.44	3.71	24.17	11,531	.34	.020	21,916	.31	.019	754	7,674	.021	95
Lake45	53.7	.77	.041	3.3	48.5	14.4	7.86	5.91	31.55	21,936	. 65	.039	41,596	.58	. 038	775	5,658	.045	110
Lawrence53	45.4	.66	. 035	3.6	33.9	32.6	5.85	5.58	15.02	10,135	.30	.018	20,211	.28	.018	445	2,730	.022	63
Licking47	60.9	.88	.047	3.0	50.6	26.1	10.74	7.60	23.83	23,758	.70	.042	45,885	.64	.040	754	9,144	.047	100
Logan54	27.9	.40	.021	3.0	33.1	35.5	5.28	3.49	18.89	10,576	.31	.019	19,959	.28	.018	716	7,585	.020	95
Lurain45	117.0	1.69	.089	3.3	70.3	13.8	17.50	12.73	30.13	46,230	1.37	.082	93,645	1.31	.082	800	10,350	.094	106
Lucas (Toledo)55	331.2	4.78	.253	3.1	83.4	3.4	48.20	47.88	30.97	215,604	6.38	.383	471,371	6.59	.413	1,423	7,271	.351	139
Madisun	21.6	.31	.016	3.2	21.5	52.0	2.47	2.98	18.69	7,269	.22	.013	14,180	.20	.012	658	8,797	.014	88

Before using these figures, see explanation page 11.

Please do not attempt to use these figures before reading the complete explanation on page 11 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.



newspaper, Cincinnati's oldest and largest daily, The Times-Star, gives you "Block-Buster" coverage of every section and every income group in this area. Consult your nearest Times-Star representative today for full details.

THE NATION'S

CINCINNATI TIMES-STAR

HULBERT TAFT, President and Editor-in-Chief Owners and Operators of Radio Station WKRC

EAST-M. L. Marsh, 60 E. 42nd St., New York. CENTRAL-F. D. Burns, 333 N. Michigan Ave., Chicago. WEST-J. E. Lutz, 435 N. Michigan Ave., Chicago MAY 10, 1943

SOMETHING NEW IS HAPPENING IN DAYTON!



WHAM DAYTON CITY ZONE POPULATION A.B.C. NOW * 271,696 OR 75,471 FAMILIES-MONTGOMERY COUNTY POPULATION * 328,525

The Dayton Journal-Herald over 20% more Daily Circulation

than any other Dayton Paper

... at the same Line Rate

Get Into Dayton!

The birthplace of Aviation • The home of Wright
Field • Patterson Field • Frigidaire • National Cash
Register • Dayton Rubber • Delco Products • Inland
Aeroproducts • Chrysler Air Temp • Standard Register
470 Manufacturing Plants

PRECISELY.... AND THE DAYTON JOURNAL-HERALD IS RIGHT-UP THERE TOO.... A 36% GROWTH IN DAILY NET PAID CIRCULATION DURING THE PAST 6 YEARS



The DAYTON JOURNAL-HERALD

DAYTON, OHIO

MORNING . EVENING . SUNDAY

GET THE FACTS About this Vital Medium! Nationally Represented by The Geo. A. McDevitt Co.

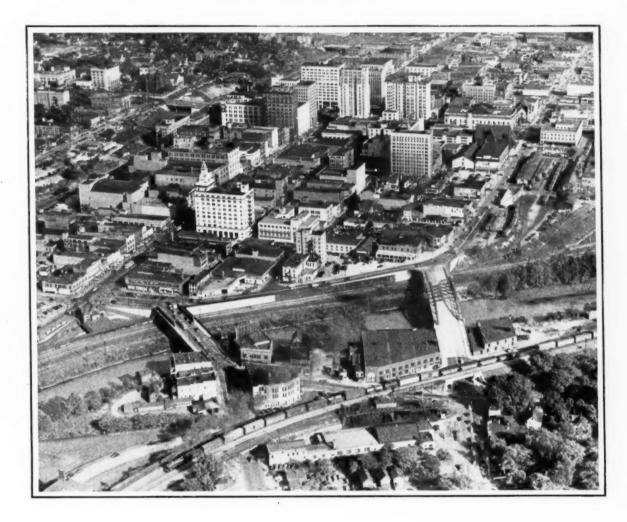
OHIO-County Data-(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO Estimal		942			NURE OF MES-194		RETAIL S	ALES-	2.00	EFFECTI		YING				ES- RTISING PROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	of U.S.A.	Doliars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Mahoning (Youngstown)46	233.1	3.36	.178	3.7	82.0	5.1	31.31	27.76	30.12	126,146	3.73	. 224	280,387	3.92	. 246	1,203	5,807	.214	120
Marion47	51.5	.74	.039	3.1	68.6	17.9	6.89	5.87	24.38	17,769	. 53	.031	33,675	.47	.030	654	7,630	.034	87
Medina	33.4	. 48	. 026	3.2	32.9	41.2	6.08	3.23	25.99	13,659	.40	.024	26,355	.37	.023	788	7,329	.027	104
Meigs47	21.7	.31	.017	3.2	28.8	44.3	4.24	2.46	11.88	6,094	.18	.011	13,054	.18	.011	600	2,916	.013	76
Mercer	24.1	.35	.018	3.4	18.4	51.7	4.39	2.27	20.40	8,402	. 25	.015	15,130	.21	.013	627	8,884	.015	83
Miami51	54.3	.78	.041	3.1	54.4	24.1	8.08	6.97	24.49	21,114	. 62	.037	40,249	. 56	. 035	741	10,499	.041	100
Menroe49	15.2	.22	.012	3.3		63.3	3.38	1.53	12.30	2,629	.08	.005	5,562	.08	.005	365	3,002	.007	58
Montgomery (Dayton) 51	325.0	4.69	.248	3.2	75.8	6.4	38.48	43.66	31.88	180,986	5.35	.321	365,453	5.11	.320	1,124	10,720	. 282	114
Morgan49	12.1	0.000	.009	3.1		61.3	2.53	1.44	15.29	2,943	.09	.005	5,553	.08	.005	457	3,060	.009	100
Morrow47	14.9	.21	.011	3.0		59.2	2.86	1.71	17.73	3,261	.10	.006	6,888	.10	.006	463	5,001	.008	73
Muskingum (Zanesville)49	67.8	.9B	. 052	3.1	53.7	21.3	11.09	8.75	20.56	32,322	.96	. 057	67,029	.94	. 059	989	4,818	.058	112
Noble49	11.7	.17	.009	3.2		62.9	2.89	1.13	11.30	2,397	.07	.004	5,163	.07	.005	441	2,848	.006	67
Ottawa55	24.7	.38	.019	3.2	18.5	33.3	4.30	2.59	21.75	9,078	.27	.016	17,261	.24	.015	698	5,082	.019	100
Paulding	14.3	.21	.011	3.1		51.2	2.46	1.92	13.33	4,086	.12	.007	8,344	.12		583	7,517	.009	82
Perry	27.4			3.2	22.3	31.8	5.20	3.15	13.61	7,243		.013	15,973	.22	.014	583	3,009	.018	86
Pickaway47	26.9	.39	. 021	3.1	28.6	48.9	3.46	3.50	16.83	6,848	. 20	.012	13,174	.18	.012	490	9,160	.014	67
Pike50	14.6	.21	.011	3.7		57.2	2.32	1.59	9.54	2,535	.08	.004	5,145	. 07	.005	352	2,548	.006	55
Portage	52.7	.76	.040	3.3	36.7	33.6	7.96	4.84	25.75	15,374	.45	. 027	28,661	.40	.025	543	7,558	.032	80
Preble51	23.8	.34	.018	3.0	15.2	48.7	3.74	3.03	18.97	7,468	.22	.013	15,151	.21	.013	636	9,749	.014	78
Putnam	23.7	.34	.018	3.4		55.9	4.13	2.37	16.79	6,926	.20	.012	15,548	. 22	.014	655	10,573	.014	78
Richland45	74.4	1.07	. 057	3.2	59.3	17.5	11.49	8.56	30.05	33,811	1.00	.060	62,594	.87	. 055	841	6,581	. 058	102
Ross47	49.4	.71	. 038	3.3	38.6	32.	6.39	6.71	23.56	16,490	.49	.029	30,460	.43	.027	617	6,662	. 032	84
Sandusky55	39.9	. 58	.031	3.1	49.5	27.	6.96	4.73	26.33	16,213	.48	.029	29,630	.41	.026	742	8,095	.031	100
Sciato	76.7	1.11	. 059	3.6	53.7	19.	9.71	11.88	19.87	27,998	.83	.051	54,370	.76	. 048	709	3,451	.055	93
Seneca	48.4	.70	. 037	3.2	56.5	29.	7.42	5.78	26.31	19,287	. 57	. 034	36,141	.51	. 032	746	10,486	.036	97
Shelby	25.5	. 37	.019	3.2	37.6	41.	3.90	3.11	21.06	8,479	.25	.015	16,054	. 22	.014	631	7,459	.017	7 59

YOUNGSTOWN

Obio's 3rd Market



THE YOUNGSTOWN metropolitan district—third largest in Ohio, is exceeded in population only by the Cleveland and Cincinnati areas. Young and old, its more than 400,000 substantial folk are doing a tremendous job in the war effort and justly proud of their achievement. Besides buying \$2,750,000 worth of War Bonds every month, and over \$24,000,000 of the Victory Loan,

the people of the Youngstown market spent more than \$200,000,000 in retail purchases in 1942. Per family spendable income averaged \$4,478, or 37 per cent more than the national average.

The Youngstown Vindicator's daily circulation—in excess of 79,000 daily and 94,000 Sunday—assures you maximum coverage of this important market—34th in the United States—at one cost.

Youngstown Vindicator

and The Youngstown Telegram

KELLY SMITH COMPANY NATIONAL REPRESENTATIVES

67 00 82

"Know WHERE" Is Mighty Important, Too!

There's a lot of talk nowadays about "know how." Here in SALES MANAGEMENT'S offices we've been hearing a lot about "know where." Questions shot at our editors during the past 12 months broke all previous records—requests for population, income and retail sales data, for copies of the Survey of Buying Power, the monthly High Spot Cities lists and the October 10 supplement to the 1942 Survey.

Queries to date indicate that interest in the 1943 edition of the Survey is already at unusually high pitch.

Everybody—presidents, vice-presidents, sales executives, advertising executives, research directors—wants to know where . . . where the big money's going . . . where it's being spent . . . where markets are changing significantly . . . where to intensify sales efforts . . . where to advertise today with best results . . .

They all know where to turn for the answers to these questions. Doesn't that suggest SALES MANAGEMENT as a "must" spot for your advertising?

O H I O—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIC Estima		142			NURE OF		RETAIL S			EFFECTI		YING			SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ity	% Úr- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Stark (Canton)45	251.5	3.63	.192	3.3	70.4	9.5	34.01	28.17	29.40	120,646	3.58	.214	268,097	3.75	.235	1,066	10,453	.213	111
Summit (Akron)45A	357.5	5.16	.273	3.3	86.3	4.0	48.44	43.12	30.44	203,570	6.02			6.83	.429	1,368	6,158	.349	128
Trumbull (Youngstown)46	127.5	1.84	.097	3.5	57.7	14.2	19.37	14.38	29.24	52,489	1.55	.093	114,030	1.59	.100	894	7,325	.102	105
Tuscarawas	65.5	.94	.050	3.2	54.4	18.4	11.31	7.62	19.33	24,961	.74	.044	49,792	.70	. 044	760	5,687	.051	102
Union47	18.4	. 26	.014	3.0	20.2	50.9	3.67	2.09	17.78	7,222	.21	.013	13,666	.19	.012	745	7,639	.012	86
Van Wert55	25.5	.37	.019	3.1	44.4	39.9	4.60	3.07	20.69	8,908	.26	.016	19,055	.27	.017	749	9,524	.019	100
Vinton47	10.1	.15	.008	3.4		53.6	1.84	1.12	9.61	1,499	.04	.003	3,165	.04	.003	314	1,099	.005	63
Warren 50	31.3	.45	. 024	3.2	28.1	38.2	4.32	3.89	20.50	9,092	.27	.016	17,400	.24	.015	556	6,798	.018	75
Washington49	39.2	.57	. 030	3.1	33.4	38.0	7.35	4.76	18.21	12,771	.38	. 023	27,335	.38	.024	697	4,353	.027	90
Wayne45	50.5	.73	. 039	3.3	37.2	34.5	8.35	5.15	24.33	20,122	.60	.036	38,573	.54	.034	765	13,728	. 037	95
Williams55	24.1	.35	.018	2.9	35.7	41.5	4.58	3.08	21.8	10,072	.30	.017	19,765	.28	.017	819	7,698	.019	106
Weed55	51.6	.75	.039	3.2	25.6	34.2	8.76	5.83	22.59	15,487	.46	.027	29,975	.42	.026	581	13,759	.034	87
Wyandot55	17.6	.25	.013	3.1	35.9	45.4	3.35	2.09	19.52	7,016	.21	.012	13,371	.19	.012	759	7,574	.012	92
STATE TOTAL	6930.5		5.291	3.2	66.8	15.5	948.35	949.44	27.97	3,379,077		5.991	7,158,750		6.276	1,033	608,488	5.948	112

For Ohio City figures, see pages 218, 220.

Before using these figures, see explanation page 11.

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Carton

TODAY!

One of America's

10 Most

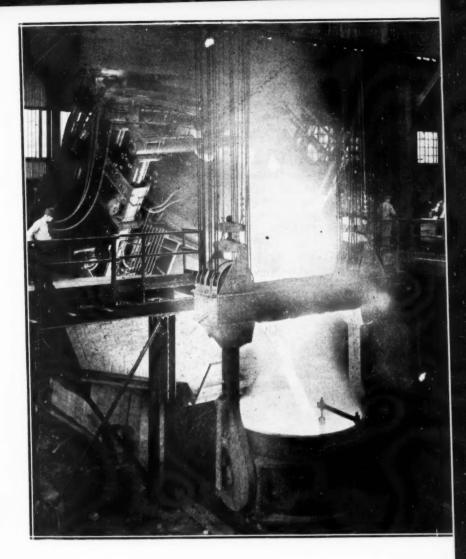
Important

War-Production

Centers



06 87 92



CANTON --- WORLD'S Largest Producer of Electric Furnace Steel will be doing a tremendous PEACETIME job.

TODAY—1,350,000 tons of highest grade alloy steel pouring from 22 big electric furnaces at Republic Steel and The Timken Roller Bearing Co. have put Canton in the top 10 of America's vital war production centers.

TOMORROW—these same electric furnaces will produce highest grade alloy steel for millions of automobiles, the super streamlined trains, the huge transport planes and a thousand important peacetime products.

-BUY TODAY'S and TOMORROW'S MARKET-

One Newspaper - Daily and Sunday at a rate 15% LOWER than pre-war days

THE CANTON REPOSITORY-

A BRUSH-MOORE NEWSPAPER

Represented Nationally by-Story, Brooks & Finley

PRIMARY coverage of more than two million consumers. Its market (blanketed only by WOWO) is a huge, half-rural, half-urban area embracing 62 counties... in Indiana, Ohio, and Michigan! Only Basic Blue station servicing this entire area. Indiana's Most Powerful Station... 10,000 watts...clear channel.



INDIANA—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat	ed)	12		HO!	NURE OF MES-191		RETAIL S			EFFECTIV		YING EST			SAL ADVER CONT	
COUNTY	Total (in thou- sands)	of State	of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	of State	of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Adams	20.1	. 58	.015	3.5	27.6	49.4	3.43	2.03	21.25	6,516	.43	.012	10,041	.33	.009	499	7,715	.011	73
Allen (Fort Wayne)65	165.2	4.75	.126	3.2	76.4	12.7	23.86	18.37	30.49	93,509	6.25	.166	213,650	7.09	.187	1,294	12,877	.151	120
Bartholomew 56	30.6	.88	.023	3.1	41.5	32.2	4.11	4.03	20.87	11,075	.74	.020	18,539	.61	.016	607	6,409	.019	83
Benten	10.9	.31	.008	3.2		48.3	1.56	1.52	17.95	4,502	.30	.008	7,367	.24	.006	678	8,911	.007	88
Blackford	13.1	. 38	.010	3.1	51.6	27.5	2.48	1.47	19.72	5,036	.34	.009		.32	. 009	740	3,103	.009	90
Boone	21.7	.62	.017	2.9	29.6	47.6	3.69	2.95	20.72	7,920	.53	.014	13,435	.45	.012	619	10.007	.014	82
Brown 56	5.8		.004			71.8	1.11	.51		682			1,531		1	264	1,132	.002	50
Carroll	14.5	-	.011			52.5			15.81	4,683					1			.008	1
Cass	36.2	-	.028		54.7					15,194					1			.026	
Clark	33.5			3.2	37.1			1	17.35	7,159					1		1		
Clau	04 7	71	040	2 4	20 4	22 4	4.00	0.00	10 50	7 000	50	011	12 100	40	011	290	2 004	015	70
Clay	24.7	1	.019	1	32.0	1				7,898				1				.015	1
Clinton56	27.4	8	1		48.2			1		12,788								.021	
Crawford	8.9		.007			68.7				1,353		1					1	. 003	1
Davless	26.2				35.6			1		7,106				1	1		1		
Dearborn50	24.9	.72	.019	3.2	40.1	35.6	3.92	2.53	18.67	6,556	.44	.012	12,373	.41	.011	496	3,948	.012	63
Decatur56	16.2		.012	1	34.2	1		1						1	1				
De Kalb65	24.0		1	200	39.2	-				9,377			16,373	1	1				
Delaware68	76.0	2.19	.058	3.0	66.3	13.4	11.22	10.50	25.60	35,140	2.35	.062	61,474	2.04		1	1		100
Dubois	24.5	.70	.019	3.6	39.2	40.6	4.03	1.57	14.00	6,128	.41	.011	10,082	.33	.009	412	4,090	.011	58
Elkhart	70.5	2.03	.054	3.1	65.9	19.7	12.32	8.31	25.56	34,110	2.28	.060	61,365	2.03	.054	870	9,045	. 057	106
Fayette	20.1	.58	.015	3.2	66.4	22.3	2.56	2.90	23.78	7,196	.48	.013	13,435	.45	.012	667	3,666	.014	93
Floyd138	37.9	1.09	.029	3.1	72.5	17.0	5.38	4.72	18.96	11,643	.78	. 021	22,650	.75	. 020	598	1,672	. 022	2 76
Fountain74	17.2	. 49	.013	3.0	20.5	37.5	3.03	2.34	14.21	6,271	.42	.011	11,102	. 37	.010	647	5,698	.012	2 92
Franklin 50	13.5	.39	.010	3.3		61.4	2.38	1.45	13.73	3,170	.21	.006	5,812	.19	.005	430	6,227	.000	60
Fulton	14.6	.42	.011	3.0	24.6	52.1	2.76	1.85	17.70	5,328	. 36	.009	10,439	. 35	.009	715	6,489	.010	91
Gibson	28.4	.82	. 022	3.2	35.3	34.5	4.82	3.74	14.93	7,702	. 52	.014	14,765	.49	.013	520	5,671	.015	5 68
Grant58		1.61	.043	3.0	54.2	19.3	8.75	7.03	21.98			.041	44,565	1.48	. 039	795	8,373	.040	93
Greene			.023	3.1	30.9	38.	5.97	3.18	12.34		1					1	4,327	.018	8 78
Hamilton 56	24.3	.70	.019	2.9	22.1	44.1	4.39	3.07	17.30		1					629	1		5 79
Hancock				2.9	27.9		3.27	1	1	,							1		92
Harrison138	16.8	.48	.013	3.4		68.	3.26	1.30	11.68	2,868	.19	.005	5,597	.19	.008	332	4,254	.006	6 46
Hendricks						50.		1	1										
Henry 56				1	41.3														1
Howard				1	70.	1		1	1										
Huntington65					46.	-	1	-			1								
					20				10.0										
Jackson				1	32.	-				-,	1	2 2 2 2 3							1
Jasper		1	1	1	22.	-		1				1							
Jay68					40.	1	-	1		-,					-		-1		
Jefferson		1		1	34.						1	1					.,		-
Jennings56	12.1	. 37	.010	3.2	22.	7 53.	9 2.21	1.22	14.4	2,921	.20	.008	4,751	.10	.00	37	2,83	.00	5 50
Johnson					1				18.4										
Knex56	39.3	1.13	.030	3.2	53.	1 26.	6 6.40	5.93	15.2	16,956	1.13	. 030	30,590	1.0	.02	7 77	7,85	. 02	
Kesciuske65	28.5	. 82	.023	3.0	21.	6 45.	4 5.3	3.29	17.6	10,73	.72	.019	18,126	. 6	.01	6 63	6 11,47	.01	8 82
Lagrange	13.6	31	010	3.2	1	. 64.	9 2.51	1 1.36	16.8	4,20	5 .28	.007	6,841	.2	3 .00	6 50	6,23	4 .00	70

An ideal market for test campaigns—write for detailed map.



Circulation 68,448
Flat rate 14c per line
Merchandising cooperation

Immediate action—plus permanence

Indiana's next largest market after the state capital is a busy market these days. Fort Wayne's 165 factories—employing 34,000 wage earners—are in big-time war production.

General Electric, Phelps-Dodge, Bowser, Magnavox, Horton, Tokheim —have already been awarded the Army-Navy "E".

Factory payrolls are up 200% as compared with three years ago. Retail sales—department store sales—all indexes are UP!

But even more important are the

facts back of the facts. War production centers today are booming—but what about yesterday—and tomorrow?

National advertisers can get instant action on their schedules in the News-Sentinel today. Certainly. But they can also get *more* than that! Fort Wayne has always proven to be a stable market. Its past record of stability is the basis for belief that when today's boom times are over Fort Wayne will resume and continue its normal standing as one of the nation's most stable markets.

Largest circulation in Northeastern Indiana 99% home coverage in Metropolitan Fort Wayne.



NATIONAL REPRESENTATIVES: ALLEN-KLAPP COMPANY ... NEW YORK . CHICAGO . DETROIT
MAY 10, 1943



The BRIGHT Spot Northern Indiana

Here in Indiana's second largest market you will find a rich agricultural and industrial market, with industries operating at an increased tempo, payrolls and retail sales steadily mounting and effective buying power showing an increase of 120% in the past four years. This large and active market can be reached most thoroughly and economically through advertising in South Bend's ONLY daily and Sunday newspaper—

The South Bend Tribune.

MORE 78,000 NET PAID
THAN 78,000

The Largest Circulation in Indiana Outside of Indianapolis
Represented by Story, Brooks & Finley, Inc.

INDIANA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIC Estima	ted)	42		HOI	NURE OF MES-194		RETAIL S	ALES- ESTIN	-1942 IATE	EFFECTIV		EST			SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Lake (East Chicago-Gary-																			
Hammond)72	302.9	8.71	. 231	3.5	90.3	3.0	32.58	43.32	32.19	142,186	9.50	. 253	295,591	9.80	. 259	976	7,375	. 233	101
	70.0	0.00	OFA	2.0	07.0	10.3	0.24		07 70	00.005	1 00	052	40.047	1 00	040	000	0.047	051	04
LaPorte72	70 8	-	. 054		67.0	1				29,685	2000	. 053	48,347		.042		9,047		94
Lawrence56	36.0		.028		45.4		5.08			9,475		.017	,				3,470		1
Madison		2.61	.069		64.7	1	13.60					.070					10,296		
Marion (Indianapolis)56		14.23	.378		84.8		53.97	77.69		290,496	1	.515	686,537	22.77	.602		8,295	.477	126
Marshall69	25.7	.74	.020	3.1	22.0	43.9	4.50	2.82	19.20	9,399	.63	.017	18,414	.61	.016	718	8,323	.017	85
Martin56	10.1	.29	.008	3.5		58.9	1.72	.87	9.76	1.915	.13	.003	3,338	.11	.003	330	1,552	.004	50
Miami	25.6			1	44.5	1		3.50				.018			.018				1
Menroe	38.8				57.1	1			18.74	14,918		.026	25,950	1	1	669	2,069		
				1								.020			1		.,,	1	1
Montgomery56	26.4				40.7			1	18.66		.77		21,948	1			9,537		1
Morgan	20.5	. 59	.016	3.1	25.3	43.0	3.18	2.51	14.36	6,711	.45	.012	11,462	.38	.010	560	5,220	.013	81
Newton72	10.6	.30	.008	3.1		46.9	1.63	1.39	17.40	4,134	. 28	.007	6,984	.23	.006	659	6,332	.008	100
Noble	21.3	.61	.016	3.0	23.8	44.9	4.16	2.44	20.57	8,094	.54	.014	15,827	.53	.014	744	8,234	.015	94
Ohlo50	3.7	.11	.003	3.0		54.3	. 69	.42	16.92	804	.05	.001	1,639	. 05	.001	445	1,235	.002	67
Orange	15.3	.44	.012	3.2		50.9				4,639	.31	.008		1		511	3,023		83
Owen	11.2	1				57.4				.,		.005	,,,,,,	1			1		1
0						-		1.20	12.00	0,000		,000	3,140		.000	400	2,120		
Parke70	16.9		1			47.1	2.93			4,679		.008	.,	1			5,978		1
Perry	16.4	1	1		30.4		2.99					.006			1				
Pike135	15.1	. 43	1		18.0	45.2	2.90	1.86	10.79	3,961	. 26	.007	6,942	. 23	.006	461	2,328	.008	73
Porter	31.2	.90	. 024	3.3	31.4	31.3	4.58	3.12	27.54	11,534	.77	.020	20,160	. 67	.018	646	6,671	. 021	88
Posey135	18.7	.54	.014	3.1	29.4	41.1	2.86	2.58	12.34	4,803	.32	.009	7,994	. 27	.007	427	4,962	.009	64
Pulaski67	11.8	.34	.009	3.3		60.6	1.98	1.24	17.29	3,801	.25	.007	6,420	.21	.006	542	6,821	.007	78
Putnam	21.1				23.4			1		6,418		.011	12,334			585			
	25.5	1			33.0	1		1								1			
Randelph		1		1								.016	,		3	-	9,145		1
Ripley	17.4	1		1	16.2	1						.010							
Rush56	18.3	.52	.014	2.9	31.5	43.9	2.86	2.60	18.51	6,091	.41	.011	11,856	.39	.010	649	9,601	.011	79
St. Joseph (South Bend) 69	166.8	4.80	.127	3.3	80.1	8.1	24.50	19.31	27.98	85,228	5.69	.151	178,148	5.91	.156	1,068	6,796	.140	110
Scott 56	9.7	. 28	.007	3.2		50.5	1.60	.95	14.40	2,049	.14	.004	3,899	.13	.003	401	1,679	.004	57
Shelby	27.0	.78	.021	2.9	41.6	35.	4.43					.019	,			1			
Spencer	15.2			3.2		56.0		1							1	1			1
Starke	15.2			3.1		52 3		1					-,		1	1	1		
MMIN	13,1	1				JE.	1	1.23	14.3	7,661	. 20	,001	0,707	. 20	.000	7-10	3,007	.500	1 31
Steuben	13.2		1	1	22.9	1						.012			1	1			1
Sullivan70			1	3.0	18.8	37.	4.91	1		6,554		.012	, ,			1	1		
Switzerland50	7.3	. 21	.000	2.9		73.	1.51	.92	11.30	1,155	.08	. 002	2,374	.08	.002	324	3,130	. 003	50
Tippecanoe	54.8	1.57	.042	3.1	68.7	18.	6.92	7.38	29.69	30,365	2.03	.054	55,969	1.86	.049	1,022	10,692	. 050	119
Tipton	14.3	.41	.011	3.1	33.7	41.	2.38	2.01	18.91	4,435	.30	.008	8,627	. 29	.008	603	7,724	. 009	9 82
Union57	5.8	. 17	000	2.9	1	54.1	. 97	00	18.37	2,087	.14	.004	3,848	.13	.003	660			3 75

SPOTLIGHTING THE RICH INDIANAPOLIS RADIUS

DOMINATED BY THE GREAT HOOSIER DAILY

MD-AMERICA'S 2nd CITY 2nd COUNTY in effective buying income

INDIANAPOLIS AND MARION COUNTY

In all the vast Mid-West and Southwest only one other county exceeds Marion County (Indianapolis) in effective, per capita buying INCOME.

In the entire Mid-West but one other city leads Indianapolis in **effective buying INCOME** . . . and it leads by only \$27.00 on the year! The per capita buying income increase in Indianapolis, 1942 over 1941, was 274-5%.

THE INDIANAPOLIS NEWS RADIUS . . .

In the trading radius dominated by The Indianapolis News are 33 rich counties with an effective buying income of \$1,231,066,000.00 (1942).

Retail sales in these 33 Indianapolis News counties last year amounted to \$590,454,000.00.

Study this, the Mid-West's second wealthiest market, in Sales Management's "Survey of Buying Power" from which these figures were taken . . . and then remember . . . that national advertisers the nation over use The Indianapolis News alone to reach the heart of Hoosierland.

INDIANA FACTS...

From
"Survey of
Buying Power"

- POPULATION 3,478,900
- PERSONS PER FAMILY, 3.1
- URBAN, 55.1%
- RURAL, 44.9%

69 67

78 75 95

85

57

67

83 50

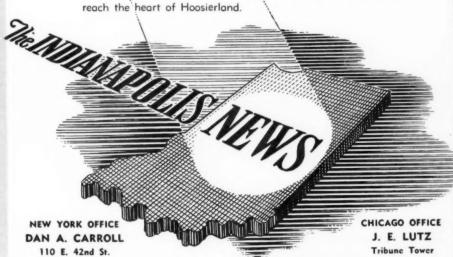
82 75

NT

 Farm incomes in the Indianapolis Radius up 51%.

Industrial payrolls in the Indianapolis Radius up 38%.

 The News Alone Does the Job.



ILLINOIS INDIANA INDIANA India India

erre Haute "In The Money... PLACE and SHOW"

Indiana's **SECOND** Market (Quality of *)

Indiana's **THIRD** Market (Buying Income)

* Figures by Sales Management

Terre Haute always a good market—now BETTER than ever before.

Estimated effective buying income in 1942 was \$1,189 per capita.

Terre Haute Tribune-Star, Terre Haute, Indiana

INDIANA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat		42			NURE OF MES-194		RETAIL S			EFFECTIV		YING			SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Vanderburgh (Evansville)135	139.0	4.00	.106	3.2	74.2	6.3	15.95	20.28	23.59	71,304	4.76	.126	152,751	5.07	.134	1,099	4,051	.113	107
Vermillien	21.9	. 63	.017	3.0	32.6	20.0	3.32	3.18	11.56	6,553	.44	.012	11,477	.38	.010	525	3,955	.013	76
Vigo (Terre Haute)70	99.7	2.81	.075	2.9	66.6	9.5	14.05	16.03	17.39	54,103	3.61	.096	116,162	3.85	.102	1,189	4,012	.091	121
Wabash65	26.2	.75	.020	3.1	48.2	34.0	4.33	3.23	20.36	9,950	. 86	.017	20,292	. 67	. 018	775	7,776	.019	95
Warren	8.5	.24	.006	3.2		60.7	1.29	1.24	12.69	1,638	.11	.003	3,276	.11	. 003	389	5,960	.004	67
Warrick135	18.1	.52	.014	3.2	23.3	45.1	3.12					.008	7,782	. 26	.007	428	2,950	.008	57
Washington56	16.2	.47	.012	3.2	18.8	64.2	3.11	1.55	13.95	3,436	.23	.006	5,879	.20	.005	364	4,974	.006	50
Wayne	57.8	1.66	. 044	3.1	59.3	16.7	8.13	8.33	24.94	27,789	1.86	.049	51,687	1.71	. 045	894	9,895	. 046	105
Wells	17.9	.52	.014	3.1	28.4	50.9	3.44	2.10	18.77	6,294	.42	.011	9,971	. 33	.009	557	7,302	.011	79
White 66	15.8	.46	.012	3.1	18.5	46.6	2.60	2.27	16.83	5,508	.37	.010	10,143	.34	.009	640	9,476	.011	92
Whitley	16.3	.47	.012	3.0	24.8	49.8	3.11	1.83	20.16	5,831	.39	.010	10,768	. 36	.010	661	5,992	.011	92
STATE TOTAL	3,478.9		2.656	3.1	55.1	23.7	510.64	450.86	23.61	1,496,672		2.654	3,014,400		2.643	867	562,854	2.568	97

For Indiana City figures, see pages 220-221.

ILLINOIS—County Data

		and the section of	-	_		-													
Adams 78	01.0												40 505	-	044	924	12 101	047	100
	61.9	.78	.047	3.0	62.0	22.2	8.85	9.84	20.19	20,784	.58	.037	46,505	.60	.041	751	13,101	.047	74
Alexander	24.6 14.0			3.0	56.5	19.5	2.43	4.80	12.63	5,959	.16	.011	12,555	.16	.011	510 518	4,237	.014	73
		.18	.011	2.7	23.3	46.7	2.41	1.92		3,024	.09	.005	7,251	.10					108
Boone	15.1	. 19		3.1	53.2	34.9	2.39	1.99	25.16	5,310	.15	.010	10,339	.13	.009	685	6,690	.013	
Brown	7.2	.09	.005	2.9		57.6	1.26	1.20	11.82	1,262	.04	.002	3,149	.04	.003	435	4,434	.004	80
Вигеаи72	35.4	.44	.027	3.1	27.2	35.3	6.00	4.80	18.77	9,177	.26	.016	21,446	.28	.019	606	22,104	.024	89
Calhoun102	7.4	. 09	.006	3.5		68.8	1.16	.99	11.26	1,135	.03	.002	2,437	.03	.002	330	2,812	.003	5
Carroli	18.6	.23	.014	3.0	26.6	39.2	2.84	2.45	22.18	5,142	.15	.009	11,455	.15	.010	617	9,146	.014	10
Cass79	15.4	.19	.012	3.1	39.6	33.2	2.38	2.36	15.97	4,381	.12	.008	10,728	.14	.009	698	6,323	.013	10
Champaign	76.0	.95	. 058	3.1	52.9	22.9	8.86	10.58	30.72	31,375	.88	. 056	62,566	.81	.055	823	25,775	.066	11
Christian	37.0	.47	.028	3.1	37.0	30.3	5.32	5.53	18.58	10.518	.30	.019	22,668	.30	.020	612	17,196	.028	10
Clark	17.0	.21	.013	3.0	28.1	51.1	3.40	2.15	15.39	3,568	.10	.006	8.768	.11	.008	517	5,184	.011	8
Clay	17.6	.22	.013	3.1	28.9	46.8	3.17	2.25	17.38	3.850	.11	.007	8,269	.11	.007	470	3,507	.012	9
Clinton102	20.9	.26	.016	3.4	14.1	36.8	3.25	2.65	12.76	3,538	.10	.006	8,475	.11	.007	405	6,531	.011	6
Coles	37.0	.46	.028	3.0	62.4	24.2	5.94	5.28	20.19	12,719	.36	.023	28,694	.37	.025	776	11,564	.028	10
Cook (Chicago-Cicero-																			
Evanston-Oak Park) 72	4,200.3	52.67	3.207	3.2	97.4	.4	321.57	803.90	36.73	2.324.254	65.63	4.119	5,013,235	65.21	4.395	1,194	21,614	3.816	11
Crawford	20.3	. 26	.016	3.0	20.2	39.4	3.70	2.57	14.76	4,624	.13	.008	11,526	.15	.010	567	4,279	.013	8
Cumberland 78	10.7	.13	.008	3.1		62.1	2.01	1.28	12.61	1,241	.04	.002	3,071	.04	.003	288	3,763	.005	6
De Kaib	35.6	.45	.027	3.1	47.9	30.7	5.22	4.65	27.59	12,742	.36	.023	28,302	.37	.025	795	19,736	.034	12
De Witt73	17.1	.22	.013	3.1	34.7	36.1	2.61	2.64		5,025		009	11,761	.15	.010	689	9,202	.014	10
Douglas	16.7	.21	.013	3.1	16.1	39.5	2.62	2.45	17.99	4,359	.12	.008	9,812	.13	.009	588	10,464	.012	ç
Du Page	106.9	1.34	.082	3.5	70.7	6.8	17.64	9.90	42.39	30,298	.85	.054	72,327	.94	.063	676	7,416	.096	11
Edgar	23.4	. 29	.018	3.0	38.0	39.0	3.80	3.50	16.19	6,615	.18	.012	13,791	.18	.012	590	12,880	.017	6
Edwards	8.6	.11	.006	2.9		45.8	1.72	1.00	11.34	1,487	.04	.003	3,271	.04	.003	381	2,313	.005	
Effingham	20.1	. 25	.015	3.3	28.0	42.7	3.72		21.83	6,293		.011	13,729	.18	.012	682	4,871	.016	10
Fayette	26.9	.34	.021	3.2	18.1	67.6	4.20	3.61	19.10	7,284	.21	.013	16.318	.21	.014	606	6,413	.019	9
Ford	13.7		1	3.1	20.7		2.08	2.30		.,		.008	10,022		.009	733	12,029	.012	13
Franklin	51.4	1	1000		50.0	20.10	9.23	6.24	2000	.,		.018	25,583				2,245	.032	1
Fulton	42.4		1	1	1		7.31	5.94				.018	22,465		b.		12,495	.029	
			.008	1		50.2	1.64	1.49		,	.04	.003	3,593				3,282	.005	



rell pocket books and The Times

Average earnings today of Chicago area workers exceed 1929 at the peak of the boom. The great buying power now rests with the families of the skilled men and women who work with their hands as well as with their heads. Now earning the biggest income in their history, they are Chicago's No. 1 market for every kind of available consumer goods.

and a recent survey shows

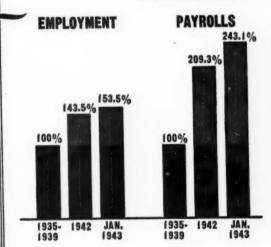
The TIMES reaches more of this market of prosperous middle-class families with money to spend than any other evening newspaper. You can reach these families through The TIMES at one of the lowest rates per thousand circulation among the nation's evening newspapers.

To sell a product in the war-booming Chicago market, advertise in



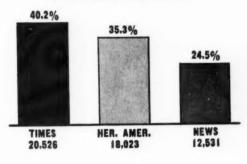
CHICAGO AREA PLANTS

(Reported by Illinois Dept. of Labor) Period 1935-1938-100%



SURVEY OF EVENING **NEWSPAPER SALES AT** 157 CHICAGO AREA PLANTS

(Made March 30, 1943)



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A Clear Channel Station



720 Kilocycles



MUTUAL

BROADCASTING SYSTEM

You can reach the people of Chicago and the Middle West most effectively thru the station which carries MORE retail—MORE national spot—and MORE local and national spot business combined than any other major Chicago

That station is WGN!

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

ILLINOIS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ILATIO Estimat		12			NURE OF		RETAIL S	ALES-		EFFECTIV		YING EST			ADVER	ES- RTISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U. S. A.	Per Cap- ita	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Greene	19.1	.24	.015	3.1	27.5	42.5	2.94	2.82	14.76	3,507	.10	.006	8,615	.11	.008	452	10,212	.011	73
Grundy	19.2	.24	.015	3.3	33.4	33.0	2.68	2.44	23.44	4,614	.13	.008	10,902	.14	.010	567	9,624	.013	87
Hamilton	13.8	.17	.011	3.1	18.8	68.9	2.27	1.52	14.38	1,379	.04	.003	3,480	.05	.003	251	2,774	.005	45
Hancock	24.8	.31	.019	2.8	9.8	46.9	4.49	3.60	12.52	4,682	.13	.008	11,562	.15	.010	466	13,074	.015	79
Hardin102	8.5	.11	.006	3.5		55.6	1.07	.95	10.85	755	.02	.001	1,898	.03	.002	223	704	.003	50
Henderson	8.7	.11	.007	3.1		54.3	1.34	1.26	11.42	1,009	.03	.002	2,529	.03	.002	292	7,114	.003	43
Henry	43.7	.55	.033	3.1	53.7	29.3	6.80	5.93	21.41	12,915	.36	.023	28,160	.37	.025	645	20,490	.033	100
Iroquois72	30.3	.38	.023	3.2	11.5	49.9	4.48	4.70	18.10	7,592	.21	.014	17,711	.23	.015	585	24,679	.024	104
Jackson102	38.7	.48	.030	3.2	46.2	29.0	5.58	4.96	14.07	9,564	.27	.017	21,386	.28	.019	552	4,449	.027	90
Jasper	12.5	.16	.010	3.1		73.6	2.46	1.36	11.65	1,766	.05	.003	4,330	.06	.004	347	4,921	.005	50
Jefferson102	33.9	.43	.026	3.1	42.8	38.6	5.80	4.05	16.15	10,077	.29	.018	19,624	.25	.017	579	3,678	.022	85
Jersey	13.4	.17	.010	3.1	35.3	42.1	2.18	1.62	15.77	2,642	.07	.005	6,236	.08	.005	464	5,691	.007	70
Jo Daviess	20.9	.26	.016	3.1	20.6	42.	3.55	2.40	18.2	4,640	.13	.008	10,171	.13	.009	487	8,122	.010	63
Johnson	9.7	.12	.007	3.3		66.	1.76	1.17	9.12	1,231	.03	.002	3,068	.04	.003	316	1,924	.004	57
Kane72	134.3	1.6	.102	3.2	76.8	8.	18.53	16.08	33.4	51,693	1.46	.092	212,152	1.59	.107	910	17,709	.134	131
Kankakee72	64.4	.8	.049	3.2	42.0	18.	7.00	6.90	27.0	19,357	.58	.034	40,027	.52	.035	622	13,713	.046	94
Kendall72	10.	.13	. 001	3.3		49.	1.61	1.44	21.6	1,927	.05	. 004	4,419	.06	.004	421	8,673	.007	7 88
Knox	50.	7 .6	4 .03	3.0	61.4	21.	8.00	7.50	24.6	18,868	.5	2 .034	42,137	.55	. 037	831	15,385	.403	110

Before using these figures, see explanation page 11.

Help, please! One-fourth of all questions about the Survey of Buying Power wouldn't have to be asked if readers had read the explanations starting on page 11.

* The \star 7½ BILLION DOLLAR MARKET * *

Just released by the U.S. Department of Commerce are these figures of Chicago's 71/2 billion dollar production of war and civilian products in the first year of war.

That's more than \$20,500,000 a daynearly a million dollars an hour! wonder that over 200,000 workers have been added to Chicago payrolls during 1942 -or that earnings have spiralled to 244.5 from the 1935-1939 index figure of one hundred.

Chicagoans are buying everything they can. Buying bonds, too. Eagerly bought enough in one month to build a new destroyer to replace the "U. S. S. Chicago," sunk by the Japs. Rallying to the second War Bond drive in loyal patriotic fashion.

Sell the Chicago market now and tell them about your product in the newspaper that alert Chicagoans read, when day is done-The Chicago Herald-American.

Its up-to-the-minute coverage of war news and pictures through two great news-gather-

*

*

ing organizations—the International News Service and the Associated Press-combined with a seasoned staff of local reporters, give Chicagoans the latest and most complete news of the day. A friendly family newspaper. The Herald-American has given liberally to wartime service.

Its patriotic rallies for "I Am an American" and "General MacArthur" days thrilled hundreds of thousands of Chicagoans. Its contest for girl war workers brought high government praise.

Devoting many full pages, the Mary Martensen cooking schools and its own radio time to food rationing helped readers understand this wartime measure. and draft-age civilians turn to The Herald-American's service columns for advice. Girls and boys all over Chicago proudly belong to the Junior Victory Army, a patriotic youth movement, organized by this newspaper.

These are but some of the scores of services The Chicago Herald-American is giving its readers.

*

*

CHICAGO HERALD-AMERICAN

NATIONALLY REPRESENTED BY THE RODNEY E. BOONE ORGANIZATION

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New York · Chicago - Philadelphia - San Francisco - Detroit - Pittsburgh - Boston - Los Angeles - Seattle - Baltimore *

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MAY 10, 1943

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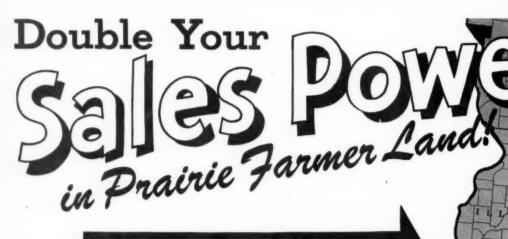
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(4,199,808 MIDWESTERN FAMILIES WITH A BUYING INCOME OF \$13,781,432,000.)

Use the Combination

Since 1841

to Double Your SALES Power in Prairie Farmer Land!

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS—County Data—(Continued)

			ILATIO Estimat		42			NURE OF		RETAIL S	ESTIN		EFFECTIV	S/M		INCO		SAL ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Lake72	125.1	1.57	.093	3.4	65.8	7.1	15.38	14.83	35.42	46,232	1.30	.082	101,644	1.32	.089	813	8,170	.124	129
La Salle72		1.19	.073	3.3	66.8	19.3	15.25	11.14	24.88	32,354	.91	. 057	71,150	.92	. 062	747	27,734	. 082	112
Lawrence102	19.8	.25	.015	3.2	29.5	40.7	3.35	2.43	16.05	4,674	.13	.008	11,204	.15	.010	565	3,196	.014	93
Lee	33.5	.42	.025	3.2	30.8	31.9	4.40	4.12	27.95	9,338	.26	.017	23,410	.30	.020	699	16,188	.024	96
Livingston72	37.2	.46	.028	3.2	24.7	40.0	5.11	4.89	21.89	9,533	.27	.017	21,575	. 28	.019	581	25,342	.027	96
Logan79	28.3	.36	.022	3.1	43.3	30.9	3.50	3.65	18.16	7,582	.21	.014	17,558	.23	.015	619	14,828	.019	86
McDonough77	26.1	.33	.020	2.9	43.3	36.3	4.28	3.89	17.87	7,660	.22	.014	17,057	.22	.015	654	12,663	.019	95
McHenry72	39.4	.49	.030	3.3	35.3	32.4	5.55	4.78	30.84	14,088	.40	.025	30,986	.40	.027	786	14,504	.037	123
McLean73	71.3	.89	.054	3.1	53.9	25.6	9.55	11.42	26.39	26,471	.75	.047	65,666	.85	.057	921	32,246	.067	124
Macon (Decatur)75		1.06	.065	3.1	70.0	13.1	11.52	12.83	27.05	40,532	1.12	.072	75,034	.98	.066	886	13,759	.078	120
Macoupin79	43.7	.55	.033	3.0	41.5	27.9	8.27	5.62	13.25	9,190	.26	.016	20,246	.26	.018	463	12,729	.030	91
Madison102	149.3	1.87	.114	3.2	70.1	9.6	20.67	20.21	20.58	43,611	1.23	.077	98,789	1.28	.087	662	11,922	.118	104
Marion102	43.0	.54	.033	3.1	48.0	27.4	7.22	6.59	21.66	17,992	.51	.032	39,711	.52	.035	924	4,530	.045	136
Marshall77	13.2	.17	.010	3.1		42.9	2.10	1.70	16.71	3,052	.09	.005	7,500	.10	.006	566	8,785	.008	80
Mason77	14.6	.18	.011	3.0	26.0	38.9	2.22	2.38	15.49	3,777	.11	.007	8,844	.12	.008	605	7,821	.011	100
Massac	14.4	.18	.011	3.1	42.1	35.1	2.29	1.96	12.02	2,383	.07	.004	5,195	.07	.005	361	2,335	.007	64
Menard79	9.9	.12	.007	3.1	24.3	45.3	1.57	1.51	13.84	2,195	.06	.004	5,588	.07	.005	566	5,796	.006	86
Mercer77	16.7	.21	.013	3.1	14.6	48.8	2.73	2.42	16.21	3,742	.11	.007	9,263	.12	.008	555	13,735	.010	77
Monree102	12.5	.16	.010			49.2	1.79	1.70	14.22	3,023			7,798			625	4,930	.009	90
Montgomery 102	31.1	.39	.024	3.0	40.9	33.7	5.88	4.28	14.42	8,440			21,298	.28	.019	686	10,005	.023	96
Morgan79	34.7	.44	.027	3.1	54.5	28.6	4.40	4.85	21.52	12,144	.34	.022	23,513	.31	. 021	677	13,409	.025	93
Moultrie75	12.0	.15	.009	3.0	23.0	47.7	1.86	1.96	15.15	2,293	.06	.004	5,459	.07	.005	457	8,157	.007	78

Before using these figures, see explanation page 11.

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 324.



Every enduring home is built upon a hill

Is this not true that whether the timbers rise from valley or plain or in the tumultuous city's midst—is this not true that every home which does not perish is founded on a hilltop?

It is a peak of hope and aspiration that love has created within the human heart.

Here children sing and whistle and laugh and play. Their voices mingle with the sunshine that gladdens the hill. Here the lessons of honor and loyalty and tolerance and compassion are learned.

True, there are hours when sorrow comes. But the tears that are shed only make the hill-top soil the richer.

And then, again, the storms of adversity assail the house on the hill. But the house does not fall nor does the hill ever crumble. For the hill is made of that eternal substance we call human affection. And the home is eternally founded upon it.

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Today our sons have gone down from the home on the hill—to war. Gone not to forsake us, but to defend us. Nor in their going have they forgotten.

By the magic of memory and imagination they see—even across the oceans—the hilltop home remaining steadfast. Upon this crest of devotion they see Mom and Pop standing, faces both anxious and proud, turned toward them. And sisters waving. And sweethearts throwing kisses.

And, softly over the distances, they hear prayers for their well-being murmured in the stillness of the night.

Such is the magnificent palship of those who have built homes upon the hill-tops.

The Chicago Daily News has now more than a million reader-friends who welcome it to their homes. They read it thoroughly and thoughtfully in the evening hours. They regard it as a good companion and good counselor. They are the key-audience for advertisers in the great Midwest city of Chicago.

THE CHICAGO DAILY NEWS

FOR 67 YEARS CHICAGO'S HOME NEWSPAPER ITS PLACE IN THE HOME IS ONE OF RESPECT AND TRUST

DAILY NEWS PLAZA: 400 West Madison Street, CHICAGO DETROIT OFFICE: 7-218 General Motors Building

NEW YORK OFFICE: 9 Rockefeller Plaza SAN FRANCISCO OFFICE: Hobart Building

MAY 10, 1943

[211]

Preference:

★ 173 exclusive National Accounts in the J.T. in 1942 compared to 34 in the other newspaper.

★ 71 National Accounts favored the J.T. in 1942 . . . compared with 28 in the other newspaper.

and it's easy to see why!

* 62,917 Total net paid circulation. (Other paper 33,054.)

* 85% net pa

net paid circulation ratio to city zone homes.

PEORIA JOURNAL-TRANSCRIPT

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National Representatives

Chicago — Boston — Detroit — Atlanta — New York — Salt Lake City — Los Angeles — San Francisco

ILLINOIS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT,

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			LATIOI Estimat	ed)	12		HOI	NURE OF MES-194		RETAIL S			EFFECTIV	SW.	EST	MATE	ME1942 E	SALI ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Ogle72A	30.1	.38	.023	3.0	23.5	40.7	4.54	4.18	26.00	7,594	.21	.013	18,528	.24	.016	615	16,408	.022	96
Peeria (Peeria)	145.2	1.82	.111	3.0	71.4	7.5	22.10	21.01	31.04	87,565	2.47	.155	165,624	2.16	.145	1,141	10,483	.158	142
Perry	22.6	.28	.017	3.2	45.5	30.1	3.92	2.62	14.41	4,953	.14	.009	12,307	.16	.011	543	2,481	.015	88
Platt75	14.4	.18	.011	3.2	17.2	43.9	2.02	2.13	16.78	2,874	. 08	.005	6,909	.09	.006	479	10,597	.008	73
Pike102	23.5			3.0	11.4	1		3.59		4,630	.13	1	11,463	.15		487	12,705	.014	
Page102	7.0	.09	.005	3.2		69.5	1.26	.97	7.67	765	.02	.001	1,862	.02	.002	266	1,412	.003	60
Pulaski102	15.3	.19	.012	3.3		38.3	2.03	2.25	9.41	1,573	.04	.003	3,880	. 05	.003	253	1,550	.006	50
Putnam	4.9	.06	.004	3.2		43.3	.79	.73	12.04	720	.02	.001	1,719	.02	.002	353	3,076	.002	50
Randolph	31.4	.39	.024	3.2	26.1	28.7	4.68	3.58	13.64	5,661	.16	.010	14,123	.18	.012	450	6,056	.019	79
Richland 102	18.3	.20	.012	3.0	45.7	41.5	2.97	2.00	21.35	5,091	.14	.009	10,415	.14	.009	639	2,829	.011	92
Reck Island (Reck Island-																			
Moline)	113.3	1.42	. 087	3.1	81.8	7.4	16.14	15.58	29.88	54,241	1.53	.096	102,222	1.33	.090	902	7,294	.101	116
St. Clair (East St. Louis)102	166.9	2.09	.127	3.1	65.0	7.2	22.48	24.51	20.14	71,003	2.00		154,678	2.01	.135	927	9,578	.135	106
Saline135	35.0	.44	.027	3.2	42.9	24.9	6.06	4.79	13.46	8,443	.24	.015	19,562	.26	.017	559	2,833	.026	96
Sangamon (Springfield) 79	117.9	1.48	.090	3.1	64.0	13.7	16.37	16.84	28.21	51,363	1.43	.091	106,984	1.39	.094	907	21,448	.109	121
Schuyler	10.4	.13	.008	3.1		56.5	1.70	1.57	12.62	1,830	. 05	.003	4,449	.06	.004	427	5,144	.006	75
Scott	7.6	1				49.7				.,	.04	1						.004	
Shelby	24.9	1 100	.019		15.6			1		4,249	.12		10,315					.012	
Stark	8.3		.006			50.3			100,000	1,890	. 05		4,848	.06	1221		-,	.005	
Stephenson	38.8	.49	.030	3.1	55.0	26.7	6.12	5.55	30.75	14,598	.41	1		.42	.028	830	12,775	.035	
Tazeweil	55.7	.70	.042	3.2	51.0	18.6	9.75	6.51	24.47	13,043	.37	.023	29,995	.39	.026	539	13,385	.041	98
Union102	21.2		.016		19.0		-					1	8,552		1	404	.,	.012	
Vermilion74	81.3	1	.062	1	56.4					25,510	.72			. 85	1		18,446	.069	
Wabash135	13.7		.010		50.9	1		1		3,777	.11		.,	.11		1		.010	
Warren	20.9		.018		42.7					6,782	.19	1							
Washington102	14.7	.18	.011	3.1		53.7	2.64	1.85	12.79	2,728	.08	.005	6,277	.08	.006	428	6,155	.008	73
Wayne135	21.5	1	.016	1	18.1			-	1	3,804	.11							.010	
White	21.2		.016		20.5	1							-,	1		1	-,	.012	
Whiteside	42.8		.033	-	51.0								,		1	1		.035	
Will	122.5		. 094		41.7	1				33,324	.94			1	1				
Williamson102	53.3	.67	.041	3.1	52.3	20.4	9.23	5.63	12.08	10,133	. 29	.018	24,939	.32	.022	468	2,046	.029	71
Winnebago (Rockford)72A		1.65		1	72.2	1			1			1				1,007	1		
Woodford	18.0	.23	.014	3.3		46.1	3.00	2.25	19.85	5,084	.14	.009	12,307	.16	.011	682	13,608	.014	100
STATE TOTAL	7,974		6.085	3.2	73.6	12.3	882.87	1,309.85	32.59	3,545,337		6.286	7,688,310		6.740	964	993,874	6.780	111

For Illinois City figures, see pages 222, 224, 225.

Before using these figures, see explanation page 11.

An index to county and city data, alphabetically by states, appears on page 326.

GRAND RAPIDS...

Michigan's Second Largest City



GRAND RAPIDS PRESS

Aluminum products are a vital war necessity, and Grand Rapids is producing a big share of *Michigan's* output through the recent opening of a new \$7,000,000 Extruded Metals Company plant.

Other well known Grand Rapids plants are General Motors Stamping Division, Nash Kelvinator Co., American Seating Co., Hayes Manufacturing Co., and Haskelite Corporation, all of which add further employment and purchasing power to Michigan's second largest city.

Unusually complete newspaper coverage of this major *Michigan* Market is quickly available through the Grand Rapids Press. Total daily circulation (highest in history) is 97,065.

For further information on the Grand Rapids Market, and the Grand Rapids Press, call I. A. Klein, 50 E. 42nd Street, New York, or John E. Lutz, 435 N. Michigan Avenue, Chicago.

MICHIGAN—County Data

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

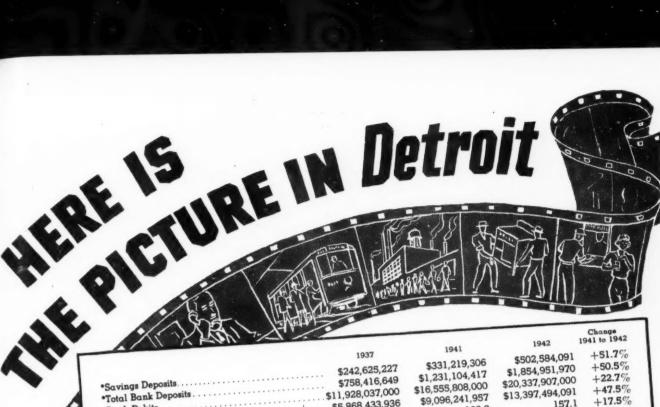
			JLATIO Estimat	ted)	142		НО	NURE OF		RETAIL S	ESTI	—1942 MATE			YING EST		ME1942 E	ADVER	ES— RTISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Alcona	4.8	.09	.004	3.4		65.4	1.13	.27		1,107	.04	.002	2,804	.05	.002	580	1,311	.003	75
Alger86	9.7	.18	.007	3.6	43.4	26.3	1.62	.86	17.36	2,875	.11	.005	6,925	.13	.006	713	745	.008	114
Allegan	38.4	.69	.029	3.2	19.0	56.1	8.22	3.46	21.54	11,407	.44	.020	26,500	.49	.023	690	10,872	.027	93
Alpena	17.3	.31	.013	3.6	61.7	31.0	3.73	1.49	21.50	8,808	.34	.016	16,660	.31	.015	963	2,263	.015	115
Antrim	9.6	.17	.007	3.2		51.7	2.10	.86	12.98	1,969	.07	.003	4,823	.09	.004	504	2,135	. 007	100
Arenac	9.0	.16	.007	3.4		67.2	1.79	.57	15.31	2,348	.09	.004	5,529	.10	.005	613	2,620	.006	86
Baraga86	8.0	.15	.006	3.5	27.4	39.4	1.54	. 85	13.80	2,296	.09	.004	5,388	.10	.005	673	805	.008	133
Barry 82	21.8	.39	.017	3.0	22.9	56.1	4.64	1.96	21.76	5,176	.20	.009	12,099	.22	.011	555	6,107	.013	76
Bay (Bay City)	74.6	1.35	.057	3.5	64.0	21.8	13.54	5.79	26.05	39,752	1.52	.070	70,865	1.31	.062	950	7,894	.060	105
Benzie	7.4	.13	.006	3.1		46.5	1.56	. 65	16.68	2,280	.09	.004	5,433	.10	.005	734	1,329	.006	100
Berrien	90.6	1.64	. 069	3.1	46.0	28.9	15.37	9.96	26.35	34,347	1.32	.061	79,657	1.47	.070	879	13,913	.081	117
Branch	25.6	. 46	.019	2.9	28.4	46.8	4.94	2.77	22.01	7,906	1		19,573		.017	764	6,218	.019	100
Calhoun (Battle Creek) 58	97.2	1.76	. 074	3.1	60.6	16.7	15.32	11.50	26.49	53,847	2.06	.095	105,765	1.95	.093	1,088	7,896	.086	116
Cass	22.2	. 40	.017	2.9	22.9	48.3	4.40	2.10	20.70	5,464	1	.010	13,083	.24	.011	591	5,143	. 013	76
Charlevoix	12.4	.22	.009	3.2	22.3	37.5	2.59	.92	15.79	3,720	.14	. 007	8,587	.16	.008	694	1,645	.010	111
Che boygan	12.2		.009	3.3	41.6	1	2.57	.87	20.64	3,769			9,337	.17	.008	765	1,367	.010	
Chippewa	27.2	.49	.021	3.5	57.0	23.7	4.21	2.51	22.11	10,771	.42		23,514	.44	.021	865	2,533	.022	105
Clare	9.0	.16	. 007	3.3		55.1	1.66	.79	19.15	2,773		.005	6,538	1	.006	726	1,724	.008	114
Clinton	28.4	.51	.022	3.2	16.6	55.5	5.14	2.12	21.49	6,237	.24		14,666	.27	. 013	516	8,709	.015	68
Crawford59	3.5	.06	.003	3.3		14.2	.66	. 29	15.14	1,610	.06	.003	3,838	.07	.003	1,103	151	.004	133
Delta	30.9	.56	.024	3.4	58.2	19.1	5.27	3.45	19.11	10.833	.42	.019	28,235	.52	.025	913	2,151	.026	108
Dickinson 86	25.1	.45			71.6	9.5		2.64	16.58	7,994		.014	19,394		.017	772	822	.018	95
Eaton 63	30.7	.55	.023	3.0	36.6		6.71	3.27	21.77	8,752		1	22,925		.020	747	8,506	.023	100
Emmet 82	15.4	.28	.012		38.1	1	2.83	1.38	19.78	8,392			17,348		.015	1.129	1,822	.016	
Genesee (Flint) 61	227.0		.173		68.0		36.11	24.27		130,482			205,738		.180	906	7,970	.204	118
Gladwin59	8.5	.15	.006	3.5		71.1	1.70	.69	17.25	1,970	.08	.004	4,376	.08	.004	512	2,187	.005	83
Gogebic86	30.9	. 56	.024	3.5	66.2	12.6	4.69	3.40	19.52	10,264	.39	.018	24,047	.45	.021	777	741	.024	100
Grand Traverse	22.2	.40	.017	3.2	61.8		3.95	1.89	23.05	12,993	.50	.024	23,693	.44	.021	1,065	3,284	.019	112
Gratiot	31.4	. 57	.024	3.2	31.8	49.1	5.40	3.44	21.62	9,744	.37	.017	23,171	.43	.020	738	9,124	.022	92
Hillsdale55	29.0	. 52	.022	3.0	21.9	52.7	5.55	3.03	21.21	6,808	. 26	.012	17,605	.33	.016	607	8,029	.017	77
Houghton	41.2	.74	.032	3.4	27.7	16.1	7.72	4.83	14.00	13,834	.53	.025	36,068	.67	.032	875	2,390	. 039	122
Huron	30.9	. 56	.023	3.6	8.1	63.0	5.99	2.08	21.69	8,530	.33	.015	21,853	.40	.019	708	15,238	.021	91
Ingham (Lansing) 63	129.0	2.33	.098		67.0	11.2	21.43	15.47	33.29	98,230	3.69	.171	172,256		.151	1,335	7,421	.128	
lonia	34.8	. 63	.026	3.0	29.4		6.15	3.38	19.63	9,037	.35	.016	23,650		.021	679	8,794	.023	
lesco59	8.0	.14	.006	3.2		39.0		. 62	18.78	2,415	.09	.004	5,769	.11	.005	720	1,214	.007	117
Iron	17.9	.32	.014	3.4	34.9	18.1	3.32	1.92	16.95	5,487	.21	.010	12,838	.24	.011	716	866	.014	100
Isabelia63	24.8	.45	.019	3.4	32.4	54.4	4.05	2.64	26.88	8,134	.31	.015	16,496	.31	.014	666	6,867	.017	89
Jackson (Jackson)62	94.5	1.71	.072	3.1	53.3	16.3	14.41	10.74	28.29	53,118	2.04	.094	98,696	1.83	.087	1.045	7,940	.079	110

			LATIO	ed)	12		HOM	NURE OF MES-194		SETAIL S			EFFECTIV		YING ESTI			SAL ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- lly	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of J. S. A. Po- tential	Quali of Mark Inde
Kalamazoo (Kalamazoo)80	105.0	1.90	.080	3.1	54.1	13.9	16.18	11.38	30.43	61,854	2.37	.110	98,223	1.82	.086	935	6,722	.091	114
Kalkaska82	4.9	.09	.004	3.3		58.3	.99	.37	11.19	798	.03	.001	1,957	.04	.002	403	950	.002	50
Kent (Grand Rapids)82	246.0		. 188	-	68.7		38.37	30.85		143,446		. 254	246,625	4.57	.216	1,003	12,284	. 220	117
Keweenaw86	3.1	.06	.002	3.3		7.5	. 85	.42		615	.02	.001	1,523	.03	.001	488	78	.003	150
_ake82	4.7	.09	.004	2.7		59.5	1.12	.33		806	.03	.001	1,859	.03	.002	392	854	.002	-
apeer60	32.6	.59	.025		16.7			2.51		8,094	.31	.014	19,334	.36	.017	593	9,098	.018	1
Leelanau	7.6	.14	.006	3.4		65.8	1.65	.49	15.18	1,433	.05	.002	3,297	.06	.003	433	2,175	.005	83
Lenawee	52.8	.95	.040	3.1	32.3	36.5	9.33	5.51	23.86	17,355	.86	.031	40,757	.75	.036	772	13,490	.038	91
Livingston	21.7	.39	.016		18.0			1.94			.25	.012	15,574	.29	.014	719	5,582	.016	1
Luce.s60	7.1	.13	.005		36.8	-		.59		2,099	.08	.004	4,903	.09	.004	687	385	.006	
Mackinae	8.5	.15	.007		28.3			.74				.004	6,164	.11	.005	723	717	.007	1
Macomb 60	112.4	2.03	.086		44.8			7.69				.055	76,084		.067	677	10,221	.077	9
Manistre82	16.6		.013		47.1				1	5,612		.010	13,307	. 25	.012		1,873	.014	
Marquette86	44.2		.034		68.4	-		5.31				.029	39,212		.034	888	1,343	.039	11
Mason82	18.3		.014		44.9			1.77				.010	13,879	. 26	.012	758	3,327	.014	1
Mecesta82	15.7		.012		29.5			1				.008	10,489		.009	1	4,229	.011	-
Menaminee81	23.2	.42	.018	3.5	41.1	40.	4.37	2.01	20.26	4,523	.17	.008	11,275	.21	.010	485	3,506	.012	6
Midland64	27.6	.50	.021	3.5	38.1	36.	4.80	2.13	25.66	8,990	.35	.016	18,427	.34	.016	668	3,329	.019	9
Missaukee82	8.3		.006	1	36.	73.			1		1		3,728		.003		-,	.004	
Manrae	59.3		.045	1	31.5			1			1		43,653		.038		10,844	.039	1
Montcalm82	27.5		.021	1	18.6								18,209		.016		7,205	.019	1
Montmorency59	3.5		.003	-		57.		1	. 1	857			2,050		.002	1		.002	-
Muskegon82	100.6	1.81	.077	3.3	67.	10.	8 15.62	10.1	4 24.4	34,365	1.32	.061	80,059	1.48	.070	796	3,997	.081	1 10
Newaygo82	18.6	1	.014	1	13.				1				9,119					.010	1
Oakland (Pontiac)60	281.2	5.08	.215	3.5	56.	3 7.	6 40.63	25.9	5 32.5			1		1	.193		9,146	.215	
Oceann82	13.7	. 25	.010	3.2		63.	7 2.85	1.2	8 17.1	3,33	.13	.006	7,767	.14	.007	569	3,921	.009	9 9
Ogemaw	8.0	.15	.006	3.4		. 55.	7 1.5	.6	8 16.2	2,58	2 .10	.005	6,046	.11	.00	753	1,778	.007	7 11
Ontonagon86	11.9	.20	.009	3.4		44.	9 2.0	.8	8 14.6	6 2,50	0 .10	.004	5,856	.11	.00	49	1,172	.009	9 10
Osceola82		.23	.010	3.3		. 61.	2 2.5	.9	9 16.4	7 3,15	7 .12	.006	7,362	.14	.00	57	3,337	.008	8 8
Oscada59	2.3	. 04	.00	2 3.3		. 48.	3 .4	9 .1	7 9.6	0 58	5 .02	.001	1,356	. 03	.00	584	566	.002	2 10
Otsego59		.10	.00	3.7		. 47.	1 1.0	.3	5 20.0	0 1,91	. 07	1	1	.08	.00	85	892	.005	5 1
Ottawa82	65.2	2 1.18	. 05	3.4	44.	3 32	6 11.2	4.8	4 23.4	9 20,06	4 .77	.038	46,744	.86	.04	71	10,596	.043	3 8
Presque Isle59	11.5	2 .20	.00	3.9	25	1 47	4 2.0	2 .7	4 16.1	4 2,55	7 .10	.005	5,99	.11	.00	5 53	1,867	.00	7
Rescemmon	3.1		1		1	26	1					1		1					
Saginaw (Saginaw)64	129.3		1		63		-	-							1	1	-	1	
St. Clair (Port Huron) 60					52												1	.06	
St. Joseph 80			.02		43.			1	2 22.1						1	1			1
Sanilac	30.	.54	.02	3 3.3		70.	2 5.8	2 2.1	8 18.6	6 7,41	4 .28	.013	19,27	3 .36	.01	7 64	1 14,533	.01	8
	8.8			-	56.				-					1					1
Schoolcraft			1	1	1	-					1	1			1				
Shiawassee						8 61					-								_
Van Buren80				8 2.9		5 52	_	1	1 20.8										-
Washtenaw	84	1.53	00	3.0	51	9 18	6 12.5	3 00	7 38.7	0 28.00	5 1.49	.069	92.47	9 1.71	00	1 1,09	2 10,197	.08	5 13
Wayne (Detroit-Hamtramck-	54.	1.00	.00	3.0	31.	10	1	3.0	30.1	30,00	1.40	.000	04,411	1	.00	1,00	10,101		1
Highland Park-Dearborn) . 60	2,301.2	2 41 .5	1.75	7 3.4	95.	7	8 221.3	3 301 0	9 37.9	0 1,283,31	4 49.16	2.273	2,664,09	5 49 33	2.33	5 1,158	7,537	1.86	8 1
Wexfurd82		1		3 3.2		8 31			6 19.7								1	1	1
			-	-	-	-			_			-		-	-				-

For Michigan City figures, see page 226.

WISCONSIN-County Data

1							1		1	1	-			1	-	1	1		
Adams85	7.5	.24	.006	3.3		70.8	1.52	.76	12.19	1,328	.10	.002	2,718	.10	.002	364	2,140	.004	67
Ashland86	19.7	. 63	.015	3 5	50.9	27.0	3.61	1.92	22.45	8,596	.62	.015	15,307	. 55	.013	777	1,941	.016	107
Barren	32.1	1.02	.025	3.5	16.7	56.5	5.40	3.42	18.59	11,695	.85	.021	21,152	.76	.018	659	12,206	.024	96
Bayfield86	13.7	.44	.011	3.3		53.8	3.16	1.06	15.43	3,528	. 26	.006	6,787	. 25	.006	494	2,872	.009	82
Brown (Green Bay)81	81.9	2.61	.063	3.5	63.3	19.5	11.82	8.69	30.53	44,938	3.27	. 080	88,832	3.21	.078	1,084	11,805	.073	116
Buffalo95	14.9	.47	.011	3.5		62.9	2.50	1.63	16.78	3,835	.28	.007	7,632	.28	.007	. 512	7,715	.008	73
Burnett	10.4	.33	.008	3.3		71.9	2.15	.92	15.77	2,269	.16	.004	4,019	.14	.004	386	3,297	.006	75
Calumet	16.8	.53	.013	3.7		55.0	3.04	1.34	21.79	5,262	.38	.009	10,312	.37	.009	615	9,297	.010	77
Chippewa	38.0	1.21	.029	3.6	25.5	46.7	6.33	3.26	20.51	13,560	.98	.024	24,155	.87	. 021	636	10,618	.025	86
Clark	31.7	1.01	. 024	3.6	7.5	69.3	6.00	2.60	18.17	9,092	.66	.016	18,027	.65	.016	569	14,072	.017	71
Columbia85	32.2	1.02	.025	3.2	30.1	43.1	5.50	3.43	23.50	13,269	.96	.024	22,474	.81	.020	699	12,000	.024	98
Crawford83	17.0	.54	.013	3 6	25.2	50.9	2.72	1.83	17.13	4,248	.31	.008	7,550	.27	.007	444	7,015	.007	54
Dane (Madison)	135.0	4.30	.103	3.3	55.3	21.7	17.37	18.01	37.25	72,483	5.27	.129	129,659	4.68	.113	960	27,779	.122	118



	1937		- FOA FOA 091 -	+51.7%
	2010 625 227	\$331,219,306	\$502.504,00°	+50.5%
*Savings Deposits	\$242,625,227	104 417		+22.7%
*Savings Deposits	\$758,416,649			+47.5%
	11,928,037,000	\$9,096,241,957	213,331,431,	177.570
Renk Debits	\$5,868,433,936	133.8	157.1	+17.5%
*Total Bank Debits. Bank Clearings. Bank Clearings. Sales Index—Average.	112.6	1,775,000	1,875,000	+ 5.6%
Bank Clearings. †Department Store Sales Index—Average.	1,641,000	1,775,000	315,267	+ 2.0%
*Papulation—Estimated.	276,623	309,102	528,573	+ 3.6%
*Repulation—Estimated. *Water Meters in Use—Detroit Area.	422,022	510,010	774,134	+ 3.0%
*Water Meters in Use—Detroit Area. *Gas Meters in Use—Detroit Area.	640,083	751,725	520,853	+11.5%
*Gas Meters in Use—Detroit Area. *Electric Meters in Use—Detroit Edison.	334,998	466,955	25,346,870	+11.8%
*Electric Meters in Use Delicit Zone	334,990	22,686,284	25,340,610	+ 5.9%
*Telephones in Use—Detroit 2011	15,552,551	4,319,219,800	4,575,898,600	+12.5%
Gas Sold—M cu. ft. Electricity Generated—KWHR.	3,217,074,600	2,178,300	2,449,700	+27.8%
Flectricity Generated—KWHR	1,474,500		504,803,887	+21.070
Electricity Generated—KWIRI. Telephone Calls—Daily Average. Telephone Calls—Daily Average.	363,329,170	24 100	41,800	+22.5%
Telephone Calls—Daily Average Passengers Carried by the DSR (Street Railway)	27,656	13,725	14,220	+ 3.6%
Passengers Carried by the DSK (Carried Births.	14,250	13,123	22,640	+ 4.2%
Births	22,466	21,757	331	+ 1.2%
Deaths	246	341	1193	+11.0%
Marriage Licenses—Wayne County #Power Consumption Index—Average	105.1	106.6	155	+19.3%
Power Consumption and	99	130	107.000	- PRO1
#Power Consumption Index—Average †Cost of Living Index †Purchasing Power Index (Weekly Earnings)	382,000	399,000	CEE OF	001
Purchasing Power Index (Working Average	302,000	344.3		
Factory Workers-Wayne County	\$31.90		\$1,220,000,000	7 40.0 70
Factory Workers—Wayne County Average Weekly Earnings—Factory Workers Wayne County Estimate	\$601,000,00	0 4042/00-1		
Weekly Earnings—Factory Workers Factory Payroll—Wayne County Estimate		gyerage = 100.		

Factory Payroll—Wayle County Factory Payroll—Wayle County Payroll—Wayle County Factory Payroll—Wayle Co

Detroit produced approximately four billion dollars' worth of war and civilian goods during 1942. This was about double the dollar value of production in any prior year. Today, Detroit is producing war materials, alone, at the rate of one million dollars' worth hourly! Factory employment in Wayne County, which is largely Detroit, increased from 537,000 in January, this year, to 565,000 in March.

In this great market The Detroit News, with the largest circulation in its 70-year history, will take your message into 63.8% of all city-zone homes taking any newspaper regularly. Tell your story in Detroit, and in THE NEWS, now.

- York 1. A. KLEIN, Inc.

The Detroit News

Chicago J. E. LUTZ

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MENT

			LATIOI Estimate	ed)	42		HOP	NURE OF MES-194		SM SM			EFFECTIVE		ESTI		1942	ADVER CONT	ISI
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Megi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.		Farm Dollars (in thousands)	% of U. S. A. Po- tential	Qua ol Mar Ind
Dodye	49.0 19.7	1.56	.037	3.4	38.2	39.2		5.52 1.58		16,730 7,088		.030	31,976 12,678		.028	652 644	21,018 6,510	.030	8
	.0.7	.00				50.0	1			.,000			,0.0			- 11	5,010	.314	
Douglas (Superior)	43.0	1.37	.033	3.2	74.6	17.0	6.89	5.97	24.33	23,314	1.69	.041	51,400		.045		2,772	. 044	13
Dunn95		.83	.020	3.5	24.0	58.2		2.77	19.05	7,609	. 55	.013	14,412	. 52	.013	550	10,274	.018	8
Eau Claire		1.42	.034	3.3	65.4	21.7		5.58		22,212		. 039	38,874		.034	868	5,699	.042	12
Florence85			.003			47.8		. 28		809		.001	1,390	. 05	.001	382	671	. 002	
Fond du Lac85	60 4	1.92	. 046	3.4	54.0	30.3	9.78	6.58	29.78	26,765	1.95	.047	49,045	1.77	. 043	812	17,001	. 046	10
Ferest 85	10.3	.33	. 008	3.8		32.1	1.60	1.10	14.12	2,744	.20	.005	4,884	.18	.004	476	1,010		11
Grant 90					19.0			4.39	1			.025	24,629	.89	.021	626	17,059	.026	8
Green					26.7			2.83		10,419	-	.018	18,831	. 68	.016	860	12,949	.017	10
Green Lake85		1	.010		29.9			1.40		5,595	1	.010	10,842	.39	.010	812	5,422	.010	10
lowa						56.0		2.45		4,997	.36	.009	9,785	.35	.009	517	10,476	.010	7
Iron		.29	.007	3.5	33.6	24.3	1.59	1.00	21.33	2,944		. 005	5,144	.19	. 005	563	858	.007	10
Jackson		1	.012		15.3	l.	1	1.57				.008	8,568	.31	.008	538	6,384	. 009	7
Jefferson			.031		45.7			4.02		18,519		. 033	34,383		. 030	852	12,415	. 033	10
Juneau			.013		14.0			1.67			1	. 009	10,211	.37	.009	589	4,837	.012	
Kenesha72	62.2	1.98	.047	3.4	76.8	11.7	7.95	8.81	32.74	27,414	1.99	.049	54,947	1.99	. 048	884	7,050	. 054	1
Vaniana 91	10.0	61	012	20	21 1	EE 0	2 00	1 17	10 70	A 207	22	000	0.440	21	007	520	7 252	000	
La Crosse (La Crosse) 81				3.6	71.6			7.56				.008	8,449 56,795	2.05	.007	530 995	7,252 7,004	.008	11
Lafayette72			1000		11.0	57 7	1	2.38				.010	10,836	.39	.010		10,330	.012	1
				1	40.9				1		1	.015	15,932		.014	840	4,403	.017	1
Langlade		1		3.4	63.6							.013	13,138		.012		4,166	.015	
99	21.0	. 40	.510	3.4	30.0	33.6	3.50	7.02	46	.,	.33	.010	10,100	. 40	.012	011	7,100	.515	
Manitowoc (Manitowoc)85	62.6	1.99	.048	3.5	56.3	28.3	9.62	6.22	27.01	28,799	2.09	.051	65,176	2.35	. 057	1,041	14,843	.050	10
Marathon85		1	.058	1	35.9			1				.046	47,896		.042		18,375	1000	
Marinette81			.026	1	39.2	35.5	6.16	2.98	20.96			.022	22,109	.80	.019	656	5,398	.022	
Marquette85			.006	3.2		59.3	1.77	.76	15.32	2,337	.17	.004	4,605	.17	.004	553	2,962	.005	1
Milwaukee (Milwaukee) 85		27.15	.651	3.3	92.0	1.2	78.06	131.63	37.17	449,141	32.64	.796	1,005,006	36.31	.881	1,178	6,776	.768	11
Monroe 85		1		1	32.0			2.95		1	1	.017	16,800		.015	1	10,587	.018	
Oconto		1		1	19.8				1		4	.010	10,454		.009		8,107	.014	
Oneida 85				1	44.9			i	1	9,491		. 017	16,462	.59	.014	1	1,429	.018	
Outagamie85		1		1	61.3			1			1	.054	56,902		. 050	1	13,223	. 053	
Ozaukee	. 19.3	.62	.015	3.5	21.3	37.8	3.30	1.70	28.20	7,690	.56	.014	14,094	.51	.012	729	9,277	.013	1
Pepin95	7.8	.24	.006	3.6		58.1	1.28	.71	18.08	2,496	.18	.004	4,863	.17	.004	647	2,586	.005	1
Pierce 95			1	1	11.7							.013	12,938		.012		9,359		
Polk		1	1			66.8				1	1	.013	14,179		.013	1	10,500		
Portage				1	44.1							.020	21,769	1			6,738		
Price86					17.6	55.4	3.74	1.03	18.24			.010	9,612	1					12
Recine (Recine)	92.8	2.95	.071	3.4	76.1	11.4	12.12	12.87	34.32	42,637	3.10	.076	82,454	2.98	070	889	9,124	.083	11
Racine (Racine)		1		3.5	1	57.9	1	1	18.59			.009	10,428		.072				
Rock (Janesville) 72		2.58		3.2		20.6			30.04		2.82	.069							
Rusk 86	-			3.6	1	63.7			14.16		1	.009	8,673		.008	1			
St. Croix				3.5		55.8		1	21.81		1	.014	15,250						
		1																	
Sauk84	35.7	1.14	.027	3.3	29.7	47.		1	20.51				23,735	.86	.021	665	12,113	. 023	
Sawyer 86		. 33	.008	3.4	.,,,,	45.			13.05				6,162	.22	. 005	589	1,515	.007	1
Shawane		1.08		1	15.7				17.73			.016	16,447						
Sheboygan (Sheboygan)85		2.37	1		63.2								77,767						
Taylor	18.8	. 59	.014	3.7		74.	3.82	1.11	15.05	4,280	.31	.003	8,495	.31	.008	459	5,843	.009	
Trempealeau 95		.72	.017	3.5		60.	1	2.31	16.34	6,619	.48		12,907	.47	.011	569	10,172	.014	
Vernon83					11.9	4		1	16.65		1	.012		I			14,307	.015	
Vilas85		1	1			23.		1	15.50			9	.,		. 007	1,014		1	
Walwerth		1.09			31.3	1		1											
Washhurn86	11.1	.35	. 009	3.3	21.1	54.	2.18	1.16	18.30	3,602	. 26	.006	6,487	.23	.006	584	2,608	.009	1
Washington	00.4		004		90 -	44		0.00	08.00	0.077	-	010	00.000	-	04-	-	40.444		
Washington 85 Waukesha 85					32.9			1	-			1			1	4	1		
Waupaca 85		2.05			32.5	1 3			32.07			1			1		1000		
Waushara 85						63.		1	15.72				23,951 6,705		4				
Winnebago		2.54				14.	1		26.73		2.65	1						1	
Wood		1.41		3.5		31.4			24.73			.032							
	44.0	1.41	-	-	-	-		4.34	64.13	17,988	1.31	.032	31,825	1.15	.027	718	7,910	.032	-
STATE TOTAL			2.399			27.1	450.21						2,767,600						1

For Wisconsin City figures, see pages 226, 228.

Before using these figures, see explanation page 11.

A STITCH IN TIME: Before you begin to use either the city or county tables on this page, you should turn to page 11, and read the explanation there.



That's \$9,000,000 a Week More Than the Factory Pay Rolls in 1940

Milwaukee county alone has a factory wage earner pay roll of more than \$8,000,000 weekly—56% more than a year ago—more than triple the pay roll of three years ago. And it is still growing fast.

853,223 People Now in Milwaukee County— 11.3% Gain Since 1940, One of Nation's Largest

Latest census bureau population estimates show a gain of 86,454, or 11.3% for Milwaukee county. This gain is exceeded by only two of the nation's fifteen largest trading centers (Detroit and Washington).

War Orders of Six Billion Dollars Have Added a Big Market to an Already Great One

Direct and indirect war orders make Milwaukee one of the nation's top markets in war money. In two months ending December 31, direct contracts alone increased \$500,000,000. More than 40,000 workers have been added to factory pay rolls in the past year.

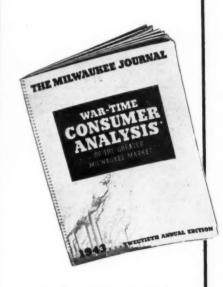
Greatest Sales Gains of All Large Cities, According to Sales Management High Spot Cities

Month after month Sales Management "High Spot" ratings have shown Milwaukee 1-2-3 among the fifteen largest cities in retail gains. The April 1 issue placed Milwaukee first by a wide margin. The Federal Reserve index—150.2 for Milwaukee stores in 1942—indicates gains of nearly 40% over 1940, and 50% over the census year of 1939.

ONE Newspaper Does a More COMPLETE Coverage Job in Milwaukee Than in Any Other Large City

The Milwaukee Journal is read regularly in 92% of all homes in the ABC City Zone—based on 1943 family estimates. This is the most complete one-paper coverage available in any city of 500,000 or more. Moreover, The Journal's daily circulation of 288,964 provides a larger "one-paper market" than any daily newspaper in such trading centers as Cleveland, Pittsburgh, Washington, D. C., St. Louis, Baltimore, Los Angeles or San Francisco.

THE MILWAUKEE JOURNAL



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OLS

Market Index

100 71

118

94

79 85

118

129

87

99

25

17

21

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11.

What's Happening to Buying Habits?

What are your customers doing about brand substitution? What is the trend of patronage in super markets, chains stores and neighborhood stores? When are most groceries bought? How many people pack lunches? What is the trend of national and private brands? The Milwaukee Journal Wartime Consumer Analysis—20th annual edition—gives the answers to scores of questions puzzling marketing men, tells what's happening in homes and stores in a big war booming market. Write the General Advertising Department for a copy.

MAY 10, 1943



● Each month, for the past two years, The Post has had a new set of sales and stock on hand figures for advertisers in Cincinnati, developed through its continuous grocery inventory for several hundred grocery store prod-

continuous grocery inventory for several hundred grocery store products. They have awaited them eagerly, not knowing exactly what the reports would show. Some have had ideas of what the sale of their products was in respect to their competition, but even to them, the true picture, the actual sales comparisons, has always been welcome.

Perhaps a product you are advertising is among those on The Post's inventory list and you, too, will be interested in checking the sales, month by month, with the advertising done.

Write for more details about this unusual service to grocery advertisers and their agencies.

The Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.
CHICAGO SAN FRANCISCO

MEMBER OF UNITED PRESS...OF THE AUDIT BUREAU OF CIRCULATIONS and of MEDIA REGORDS, INC.

TO THE PROPERTY OF THE PROPERT

PHILADELPHIA

East North Central States—City Data

OHIO-City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 imated				1	SAD S	ESTIMA				EFFECT	SY.		INC		1942
CITY	COUNTY	Total	%	%	Dollars	%	%			TORE GI			Dollars	%	%		Per Cap	oita
		(in thou- sands)	of	of	(in thousands)	of State	% of U.S.A.	Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in thousands)	of	of	Doll- ars	Ratio to State	Ratio to U. S. A
Akron	Summit	275.0	3.97	.210	180,600	5.34	.320	45,551	38,716	10,874	14,527	6,375	372,650	5.21	.327	1,355	131	156
Alliance	Stark	25.0	.36	.019	14,342	.42	.025	3,542	2,639	887	936	508	26,946	.38	.024	1,078	104	124
Ashland	Ashland	12.5	.18	.010	9,598	.28	.017	1,963	1,246	734	630	209	15,692	.22	.014	1,260	122	145
Ashtabula	Ashtabula	21.4	.31	.016	15,827	.47	.028	3,863	2,835	956	908	364	26,216	.37	.023	1,225	119	141
Athens	Athens	7.71	.11	.006	8,247	.24	.015	1,776	587	826	693	324	6,926	.10	.006	900	87	103
Barberton	Summit	27.0	.39	.021	12,489	.37	.022	3,474	808	1,056	1,294	378	26,591	.37	.023	985	95	113
Bellaire	Belmont	13.81	.20	.011	6,361	.19	.011	2,037	502	673	509	235	10,805	.15	.009	783	76	90
Bellefentaine	Logan	9.8	.14	.007	7,352	.22	.013	1,605	1,116	453	379	141	11,500	.16	.010	1,173	114	135
Bowling Green	Wood	7.21	.10	.005	6,372	.19	.011	1,381	1,316	169	490	129	9,135	.13	.008	1,271	123	146
Bucyrus	Crawford	10.0	.15	.008	6,545	.19	.012	1,452	608	332	475		12,366	.17	.011	1,237	120	142
Cambridge	Guernsey	15.01	.22	.012	9,093	.27	.016	2,136	1,509	887	620	298	12,365	.17	.011	822	80	94
Canton	Stark	120.0	1.73	.092	86,750	2.57	.154	20,386	12,129	9,477	6,717	2,671	140,976	1.97	.124	1,175	114	135
Chillicothe	Ross	20.11	. 29	.015	14,915	.44	.026	3,632	1,629		1,302	631	17,915	.25	.016		86	102
Cincinnati	Hamilton	460.0	6.64	.351	380,000	11.25	.674	88,165	64,959	48,291	38,006	14,117	720,631	10.07	.632	1,567	152	180
Cleveland	Cuyahoga	900.0	12.99	. 687	625,000	18.50	1.108	143,235	136,596	50,689	61,663	21,483	1,311,317	18.32	1.150	1,457	141	167
Cleveland Heights.	Cuyahoga	55.0	.79	.042	22,644	.67	.040	11,133	401	823	1,287	2,016	82,799	1.16	.073	1,505	146	173
Columbus	Franklin	315.0	4.55	.240	235,600	6.97	.418	52,389	37,953	24,084	20,328	8,708	389,272	5.44	.341	1,236	120	142
Conneaut	Ashtabula	9.4	.13	.007	5,892	.17	.010	1,719	565	385	491	165	9,835	.14	.009	1,051	102	121
Coshocton	Coshocton	11.5	. 17	.009	9,137	.27	.016	2,242	1,244	808	648		13,233	.18	.012	1,151	111	132
Cuyahoga Falls	Summit	23.0	. 33	.018	9,521	. 20	.017	3,012	291	270	605	401	25,059	. 35		1,090	106	125
Dayton	Montgomery	240 0	3.46	.183	3 175,000	5.18	.310	39,811	31,657	14,908	16,165	6,992	284,900	3.98	.250	1,187	115	135
Defiance		9.7	.14	.00	7,403	3 .25	.013	1,882	804	367	606	192	10,892	.15	.010	1,123	109	129
Delaware		8.9	1 .13	.00					435	498	716	199	11,433	.16		1,278	1	147

†1940 Census.
"Withheld to avoid disclosure.

Extra POWER t

to lift Sales
IN GREATER
CINCINNATI

Extra Power . . . in
LEADING STORES. In last
2 years has carried 3 times
more commercial time for
leading department stores
than all 3 other local stations combined.

Power . . . in PRODUCTION. Has program creating facilities exceeding all other local Cincinnati stations combined equalled by few 50.000 watt stations.

Power . . . in
ADVERTISERS. Adds
value to advertiser's
message by associating his product with
the other quality
leaders.

Power . . . in STATION TALENT.

Talent Staff includes people whose names give advertiser's product headline visibility in Cincinnati market.

5 0 0 0 WATTS

DAY and NIGHT

Power . . . in MERCHANDISING.
Gives a complete program of sales aids which keeps the trade and public reminded of the advertiser's product.

Extra

Power . . . in
ANNOUNCERS. Has
staff of top-flight air
salesmen who add personalized sales power
to commercial
messages.

BASIC BLUE NETWORK STATION OF CINCINNATI

National Representatives
"SPOT SALES, INC."
NEW YORK—CHICAGO—SAN FRANCISCO

Power . . . in
TRADE INFLUENCE.
Has the active attention and good-will of local merchants, the result of years of careful work with trade groups.

Power . . . in
AUDIENCE. Spends
more money to build
audience than any
other local station.
Delivers more audience for less
money.

Power . . . in
MANAGEMENT. Permanent value of advertising investment is assured by present and past success of station management.

			LATIO					RETAIL	SALES-				EFFECT		UYING ES			1942
CITY	COUNTY	Total	x	QZ.	Dollars	az	oz			TORE GI			Dollars	az	gg	-	Per Cap	ita
		(in thou- sands)	of State	of U.S.A.	(in thousands)	% of State	of U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in	of State L	of J. S. A.	Doll- ars	Ratio to State	Patie U. S.
Dover	Tuscarawas	9.71	.14	.007	7,283	.22	.013	1,569	465	394	523	192	8,936	.12	.008	922	89	106
East Cleveland	Cuyahoga	39.5†	.57	.030		.42	025	3,378	166	55	884	915	60,325	.84		1,527	148	175
East Liverpool	Columbiana	23.6	.34	.018	17,405	.52	.031	4,661	2,630	1,547	1,082	608	26,541	.37	023	1,125	109	129
Elyria	Lorain	28.0	.40	. 021	17,224	.51	.031	4,522	2,216	6	1,006	566	30,027	.42		1,072	104	123
Findlay	Hanceck	21.0	.30	.016		.41	.024	3,147	1,157	1,324	1,059	430	21,916	.31		1,044	101	120
Fostoria	Seneca-Hancock	13.5	.19	.016	8,744	.20	.016	2,349					12,184	.17	.011	903	87	104
Fremunt	Sandusky	14.7	.21	. 011	11,507	.34	.021	2,505	1,524	868	753	346	13,701	.19	.012	932	90	107
Greenville	Darke	7.71	.11	.006	6,892	.20	.012	1,474	641	565	472	260	9,696	.14	.008	1,252	121	144
Hamilton	Butier	54.2	.78	.041		.86	.052	8,156	3,896	2,081	2,357	1,122	58,231	.81		1,074	104	123
Ironton	Lawrence	17.1	.28	.013		.27	.016	2,421		716	761		11,304	.16	.010	661	64	76
Kent	Portage	8.51	.12	. 007		.18	.011	1,770	436	179	324	277	9,805	.14	.009	1,143	111	131
Lakewood	Cuyahoga	70.0	1.01	. 053	30,209	.89	.054	9,121	2,105	703	1,832	1,910	107,245	1.50	.094	1,532	148	176
Lancaster	Fairfield	21.91	.32	.017	13,392	.40	.024	3,341	1,677	1,147	1,041	458	16,635	.23	.014	758	73	87
Lima	Allen	46.7	.67	.036		.92		5,686	6,355	2,674	2,396	1,149	50,967	.71		1,091	106	125
Lorain	Lorain	45.2	.65	. 035		.69		6,999	2,703	1,734	1,698	747	48,467	.68		1,072	104	123
Mansfield	Richland	37.2	.54	.028		.88		6,469	4,562	2,393	2,685	956	43,665	.61		1,174	114	135
Marietta	Washington	14.5	.21	.011		.32		2,423	•	653	901	357	13,486	.19	.012	930	90	107
Marion	Marion	32.3	.47	.025	17,065	. 53	.031	4,285			1,114	608	29,385	.41	.026	910	88	104
Martins Ferry	Belmont	15.0	.22	.011		.19	1	2,145		354	509	198	10,933	.15	.010	729	71	84
Massillon	Stark	31.0	.45	.024		.50	.030	4,498	2,058	1,096	1,701	462	30,022	.42	.026	968	94	111
Medina	Medina	4.41	.06	.003		.18	.011	1,141	154	264	231	221	4,327	.07	.005	963	93	111
Middletown	Butler	34.2	.49	.026	20,232	.60	.036	5,685	2,364	1,897	1,687	725	34,549	.48	.030	1,010	98	116
Mount Vernon	Knox	10.11	.15	.008	8,897	.26	.016	1,871	1,294	504	717	291	10,827	15	.009	1,070	104	123
Newark	Licking	31.5	.45	.024		.60		5,225	2,642	1,665	1,597	675		.45		1,033	100	119
New Philadelphia	Tuscarawas	12.31	.18	.009		.24	.014	2,461	1,098	735	433	244	13,682	.19	.012	1,110	107	127
Niles	Trumbull	16.2	.23	.012		.20		2,432	386	422	498	190	14,495	.20	.013	895	87	103
Norwalk.,	Huron	8.21	.12	.006	6,148	.18	.011	1,049	504	540	567	230	8,093	.11	.007	986	95	113
Norwood	Hamilton	36.0	.52	.028	18,251	.54	.032	5,852	757	1,045	1,268	739	45,930	.64	.040	1,276	124	146
Painesville	Lake	12.5	.18	.010	12,282	.36	.022	2,792	1,270	584	649	453	13,778	.19	.012	1,102	107	127
Piqua	Miami	18.5	. 27	.014	10,067	.30	.018	2,335	1,640	603	800	401	17,031	.24	.015	921	89	108
Portsmouth	Scioto	40.2	. 58	.031	26,174	.77	.046	6,055	4,432	2,602	2,380	846		. 58		1,037	100	119
Ravenna	Portage	8.51	.12	. 007	6,774	.20	.012	1,808	547	237	310	•	9,703	.14	.009	1,136	110	130
Salem	Columbiana	12.8	.18	.010	10,338	.31	.018	2,695	1,099	783	746	286	11,033	.15	.010	862	83	99
Sandusky	Erie	28.5	.41	.022	16,311	.48	.029	3,998	2,162	1,265	1,450	768		.46		1,162	112	133
Shaker Heights	Cuyahoga	25.4	.37	. 019				2,942	*	109	1	569		.42		1,170	113	134
Sidney	Shelby	13.0	.19	1			.013	1,780			530	238		.14	.009	754	73	126
Springfield	Clark	76.0	1.10	. 05	43,200	1.28	.077	11,844	8,441		3,520	1,619	83,592	1.17	.073	1,100	106	120
Steubenville	Jefferson	36.5	.53			-		7,487	6,069	1	1	1,307		. 55		1,077	104	124
Tiffin	Seneca	17.0	. 25						1,212			322		. 20	.013	-	83	99
Teledo	Lucas	290.3	4.19			1			38,861	15,882	1	8,582				1,353	131	155
Urbana	Miami	9.7						1,665	657 375	343		299 350		.14		1,066	103	122
Van Wert	Van Wert	10.0	.14						1,067			217		.15		1,078	104	124
Warren	Trumbuli	49.5	.71	.03	30,096	. 89	.053	7,345	4,743	3,412	1,808	1,116	48,425	.68	. 042	978	95	112
House	Fayette	9.4	.14	.00	7 8,594	.25	.015	1,635	1,248	331	630		8,371	.12	.007	890	86	102
Wilmington	Clinton	6.0	. 09	.00	5,850	.17	.010	1,057	311			131	7,302	.10		1,223	118	140
Wooster	Wayne	12.0	.17	.00	9 11,683	.35	.021	2,159	1,929	792	688	404	13,124	.18	.011	1,094	106	120
Xenia	Greene	10.6	.15	.00	7,537	.21	.013	1,726	920	484	523	262	9,333	.13	.008	878	85	101
Youngstown	Mahoning-Trum-							00.100	04 00-	48.000	0.040	9.404	404.000	0.55	400	1 000	100	40
Zanesville	Muskingum	168.0 37.5							21,037 3,527			3,198				1,095	106 109	130
TOTAL ABOVE CI		4,201.5	-	-		-	-			-			-	-	4.706		124	147
			-	-		-							-					_
STATE TOTAL		6,930.5		5.29	1 3,379,077		5.991						7,158,750		6.276	1,033	* * * * * *	. 11

†1940 Census. *Withheld to avoid disclosure.

For Ohio County figures, see pages 192, 194, 196, 198, 200.

INDIANA-City Data

											i	-						1
Anderson	Madison	50.0	1.44	. 038	27,804	1.86	.049	5,791	4,294	2,685	1,897	1,353	48,482	1.61	.043	970	112	111
Bedford	Lawrence	12.51	.36	.009	7,323	.49	.013	1,682	819	528	475	392	14,111	.47	.012	1,128	130	130
Bloomington	Monroe	22.5	.65	.017	14,489	.97	.026	3,074	•	1,162	1,378	•	24,268	.78	.021	1,078	121	124
Brazil	Clay	8.1+	. 23	.006	5,838	.39	.010	1,380	566		450	251	9,699	.32	.009	1,194	138	137
Columbus	Bartholomew	15.0	. 43	.011	9,989	. 67	.018	2,079		615	870	•	17,534	. 58	.015	1,169	135	134
Columbus	Bartholomew	15.0	. 43	.011	9,989	. 67	.018	2,079	•	615	870	1	17,534	. 58	.015	1,169	135	

†1940 Census. *Withheld to avoid disclosure.

The Extra Dividend Market *** GARY, INDIANA

*** Over 50,000 workers now employed in industry.

*** With the application of the 48 hour week on May 1st, the industrial payrolls will exceed \$150,000,000 a year.

75

29

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*** Average weekly wage the highest in the state.

*** Savings accounts doubled since 1940.

*** War Bond investments averaging more than \$1,000,000 a month.

*** Indiana's second city in number of income tax returns filed.

The Gary
POST-TRIBUNE
Gary's only Newspaper

gives you block buster penetration by carrier delivery to more than 93% of the homes in our city zone.

The combined coverage of ALL outside dailies circulating in this area does not even approach our coverage in this market.

Gary industry is now 100% war production; and peace time demands for Gary products will be world wide for many years to come.

If you have a product to sell now, or want to cultivate a market that will pay post-war dividends, put

THE GARY POST-TRIBUNE

on your advertising schedules.

• If you are a manufacturer with plans to relocate your plant for post-war production, investigate now the ideal facilities available in the Gary Trading Area.

On rail and water. Large reservoir of labor. Write, Secretary, Gary Chamber of Commerce for further particulars.

*** THE GARY POST-TRIBUNE advocates the preservation of the system of free enterprise. ***

National Advertising Representatives

BURKE, KUIPERS & MAHONEY, INC. Chicago · New York · Dallas · Atlanta · Oklahoma City

INDIANA-City Data-(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					SAD .					EFFEC		BUYING			1942
CITY	COUNTY	Total	% of	% of	Dollars	%	%			TORE G			Dollars	%	%		Per Cap	
		(in thou- sands)		u.s.A.	(in thousands)	of State	of U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of State	of	Doll- ars	Ratio to State	Ratio to U. S. A.
Connarsville	Fayatte	14.4	.41	.011	7,168	.48	.013	1,756	825	351	717	322	13,256	.44	.012	921	106	106
Crawfordsville	Montgomery	11,1	.32	.008	8,599	.57	.015	1,817	1,243	694	457	326	15,862	. 53	.014	1,423	165	164
East Chicage	Lake	54.61	1.57	.042	17,642	1.18	. 031	5,052	749	1,234	2,053	822	35,863	1.19	. 031	656	76	75
Elkhart	Elkhart	34.4	.99	. 026	20,369	1.36	. 036	4,443	2,300	1,496	1,118	936	35,373	1.17	. 031	1,028	119	118
Elwaad	Madison	11.0	. 32	.008	6,014	.40	.010	996	1,727	202	436	103	12,342	. 41	.011	1,122	130	129
Evansville	Vanderburgh	100.0	2.88	. 076	68,300	4.56	.121	13,694	8,985	9,729	5,203		139,912	4.64	.123	1,399	162	161
Fort Wayne	Allen	125.0	3.59	. 095	88,600	5.92	.157	17,830	18,061		6,791	3,651	184,526	6.12	.162	1,476	170	169
Frankfort	Clinton	13.7	.39	.010	9,642	.64	.017	2,108			783	414	18,490	.61	.016	1,350	156	155
Gary	Lake	122.5	3.52	.094	62,150	4.15	.110	13,725	13,068	6,080	5,508	2,042	125,419	4.16	.110	1,024	118	118
Goshen	Elkhart	11.4†	. 33	. 009	8,208	. 55	.014	1,475		548	445	239	15,361	. 51	.013	1,350	156	155
Hammond	Lake	76.8	2.21	. 059	44,749	2.99	.079	9,456	10,993	3,704	3,018	1,055	75,281	2.50	. 068	980	113	113
Huntington	Huntington	13.91	.40	.011	8,773	. 59	.016	1,873	965	742	537	364	15,896	. 53	.014	1,143	132	131
Indianapolis	Marion	415.0	11.93	.317	285,000	19.04	.505	52,161	57,086	21,372	21,541	17,488	638,968	21.20	. 560	1,540	178	177
Kekomo	Howard	35.8	1.03	.027	20,587	1.38	.037	4,266	3,276		1,308	842	36,220	1.20	.032	1,012	117	116
Lafayette	Tippecanee	30.8	. 89	. 024	26,039	1.74	.046	5,041	*	2,755	1,689	1,524	39,994	1.33	. 035	1,299	150	149
La Porte	La Porte	22.0	.63	.017	11,849	.79	.021	2,691	1,745	969	801	443	18,953	. 63	.017	862	100	99
Lebanon	Boone	6.5	. 19	. 005	5,947	.40	.011	1,089	871		457	221	8,233	. 27	.007	1,267	146	145
Logansport	Cass	20.5	. 59	.016	13,642	.91	. 024	2,419	2,703		1,274	594	24,342	.81	. 021	1,187	137	136
Marion	Grant	30.0	. 86	. 023	18,692	1.25	. 033	3,638	2,696	1,824	1,258	849	32,924	1.09	. 029	1,097	127	126
Michigan City	La Porte	29.0	. 83	. 022	15,063	1.00	. 027	4,545	2,152	1,035	1,246		26,768	. 89	. 023	923	107	106
Mishawaka	St. Joseph	30.0	. 86	.023	11,734	.78	.021	3,480	704	313	892	416	24,423	.81	. 021	814	94	93
Muncie	Delaware	49.7	1.43	. 038	33,024	2.21	.059	6,759	4,167	3,139	2,165	1,331	56,444	1.87	. 049	1,136	131	130
New Albany	Floyd	25.41	.73	.019	11,417	.78	.020	2,974	1,612	835	742		21,764	.70	.019	935	108	107
New Castle	Henry	18.2	. 52	.014	10,519	.70	.019	2,450	950	784	513	472	19,373	.64	.017	1,064	123	122
Peru	Miami	14.3	.41	.0:1	7,619	.51	.014	1,668	1,346	355	701	249	14,300	. 48	.013	1000	115	115
Portland	Jay	6.0	.17	.005	5,176	. 35	.009	842	440	253	244	119	5,964	.20	.005	994	115	114
Richmond	Wayne	35.1	1.01	. 027	23,624	1.58	. 042	4,485	3,480	2,220	1,543	1,026	40,387	1.34	. 035	1,151	133	132
Saymour	Jackson	8.6	. 25	.007	6,108	.41	.011	1,307	604	469	424	155	10,027	. 33	.009	1,163	134	134
Shelbyville	Shelby	10.7	.31	.008	9,119	.61	.016	1,773	1,061	392	587		13,505	.45	.012	1,262	146	145
South Bend	St. Joseph	110.3	3,17	. 084	68,100	4.55	.121	14,011	11,301	7,753	4,727	2,632	123,547	4.10	.108	1,120	129	129
Terre Haute	Vigo	71.4	2.05	. 055	49,500	3.31	.068	10,503	10,403	3,881	3,612	2,146	94,085	3.12	. 083	1,318	152	151
Valparaiso	Porter	10.3	.30	.008	7,747	. 52	.014	1,574	1,278	244	574	317	10,496	. 35	.009	1,019	118	117
Vincennes	Knox	18.2	.52	.014	13,304	. 85	. 024	2,332	2,751	962	940	472	21,458	.71	. 019	1,177	136	135
Wabash	Wabash	9.7	. 28	.007	6,321	.42	.011	1,295	545	368	409	273	12,122	.40	.011	1,256	145	144
Washington	Daviess	11.9	.34	1	5,235	. 35	.009	1,182		358	325		8,133	. 27	. 007	683	79	78
TOTAL ABOVE CIT	IES	1,716.3	49.34	1.310	1,081,021	72.23	1.917	220,716	175,766	80,05	80,106	43,839	2,104,111	69.76	1.844	1,228	142	141
STATE TOTAL		3,478.9		2.656	1,496,672	2	2.654						3,014,400		2.643	867		. 99

†1940 Census.

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*Withheld to Avoid Disclosure.

For Indiana County figures, see pages 202, 204, 206.

"That's a lot of coverage . . . but

DOES ANYONE LISTEN TO WENR?"

WICOURI - WICOUR

You be the judge!

- A WENR advertiser received 700% more returns than expected.
- A late-hour test offer pulled returns from 42 states and 3 Canadian provinces!
- On a recent offer over 55 network stations, WENR produced returns at lowest cost per inquiry!

Station	ALYSIS OF MAJ Families	Cost per 1,000	
WENR A B C	3,403,000 2,157,000 2,424,000 3,188,000	.03 .06 .05 .04	100.00 66.6 33.3

ple do listen to WENR. And they respond! Are you familiar with WENR's rapid rise these last few months? Do you know what is happening to radio in Chicago? Just ask a Blue Spot sales representative.

Yes, in this great market peo-



50,000 WATTS—A CLEAR CHANNEL STATION—890 KILOCYCLES
Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales

New York

Chicago

San Francisco

Hollywood

Detroit

ILLINOIS-City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL	SALES-				EFFECT		BUYING			1942
CITY	COUNTY	Total	% of	%	Dellars	% of	% of			TORE GI			Dellars	% of	%		Per Cap	
		(in thou- sands)		u.S.A.	(in thousands)			Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in thousands)		of	Doll- ars	Ratio to State	Ratio to U. S. A
Alton	Madison	34.0	.43	.026	19,221	.54	.034	4,710	2,179	2,177	1,106	601	28,692	.37	.025	844	88	97
Aurora	Kane	51.0	.64	.039	27,867	.79	.049	7,486	4,743	2,578	1,449	1,085	60,193	.78	.053	1,180	122	135
Belleville	St. Clair	28.41	.36	.022	14,838	.42	.026	3,127	1,988	1,433	764	472	25,079	.33	.022	883	92	101
Belvidere	Boone	8.1	.10	.006	5,061	.14	.009	1,481	268		331		7,972	.10	.007	985	102	113
Berwyn	Cook,	48.5	.61	.037	14,480	.41	.026	3,889	895	1,226	661	831	61,412	.80	.054	1,266	131	145
Bleomington	McLean	32.9	.41	.025	24,548	. 69	.043	4,926	3,750	3,250	1,548	844	37,675	.49	.033	1,145	119	131
Blue Island	Cook	16.61	.21	.013	8,545	. 24	.015	2,722	845	227	474	252	17,084	.22	.015	1,027	107	118
Cairo	Alexander	14.41	.18	.011	5,870	.17	.010	1,288	439	643	562		11,975	.16	.010	831	86	95
Canton	Fulton	11.8	.15	.009	6,610	.19	.012	1,529	697	491	400	274	12,534	.16	.011	1,062	110	122
Centralia	Clinton-Marion	16.3	.20	.012	12,435	. 35	.022		1,483		870	556	16,727	.22	.015	1,026	106	118
Champaign	Champaign	23.3	.29	.018	24,443	. 69	.043	3,807	4,384	2,641	1,974	1,140	31,177	.41	.027	1,338	139	154
Chicago	Cook	3,497.0	43.85	2.670	2,050,000	57.82	3.635	363,904	611,843	205,146	188,615	84,074	4,411,000	57.37	3.867	1,261	131	145
Chicago Heights	Cook	24.0	.30	.018	10,571	. 30	.019	2,578	2,440	417	650	357	23,489	.31	.021	979	102	112
Cicero	Cook	64.71	.81	.050	21,194	. 60	.038	5,158	1,745	1,190	1,826	1,116	60,205	.78	.053	930	96	107
Danville	Vermilion	36.9	.46	.028	23,358	. 66	.041	5,143	4,331	2,245	1,479	1,164	39,200	.51	.034	1,062	110	122
Decatur	Macon	64.3	.81	. 049	39,822	1.12	.071	8,076	7,581	3,354	2,411	1,323	63,624	.83	.056	989	103	114
De Kalb	De Kalb	10.5	.13	.008	7,687	.22	.014	1,827	1,178	437	407	235	9,529	.12	.008	908	94	104
Des Plaines	Cook	10.5	.13	.008	5,156	.15	.009	1,426		193	258	236	8,574	.11	.008	817	85	94
Dixon	Lee	10.7	.13	.008	8,237	. 23	.015	1,938	1,345	467	525	241	12,423	.16	.011	1,164	121	134
Downers Grove	Du Page	9.5	.12	. 007	5,137	.14	.009	1,495	365	239	162	237	8,263	.11	.007	867	90	100
East Moline	Rock Island	13.5	.17	.010	4,361	.12	.008	1,530		84	613	145	9,220	.12	.008	683	71	78
East St. Louis	St. Clair	80.0	1.00	. 061	40,650	1.15	.072	9,996	4,720	2,789	2,857	1,659	75,300	.98	.066	941	98	108
Edwardsville	Madison	8.0	.10	.006	5,153	.15	.009	1,155	371	253	240	248	8,357	.31	.007	1,045	108	120
Elgin	Kane-Cook	40.0	.50	. 030	21,658	.61	.038		4,223	1,093	697	753			.039	1,121	116	129
Elmhurst	Du Page	15.5	. 19	.012	7,059	.20	.013	2,241	381	302	266	359	15,600	.20	.014	1,009	105	116

See end of tabulation for figures on Rock Island, Moline and East Moline combined.

*Withheld to Avoid Disclosure.

Strong in Chicago



THE BRANHAM COMPANY, National Representatives: Atlanta, Charlotte, Chicago, Dallas, Detroit, Kansas City, Los Angeles, Memphis, New York, St. Louis, San Francisco, Seattle.

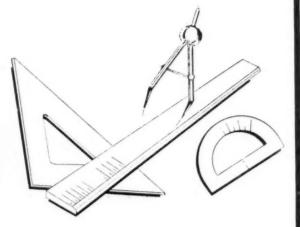
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by every measure

ROCKFOR

is one of Cimerica's major 100,000 markets



Choose census figures or recent ration sign-up records. Adopt spendable money income or current bond sales. Count on community stability or diversified payrolls. Use any one index or any combination of indices and you'll find Rockford measures up to the standards required of the best markets in the 100,000 class.

Here, in the heart of northern Illinois and southern Wisconsin, is the shopping and production center

farmers Here, in the world's number two machine tool center, is peak buying power now and skilled manpower for the post-war period. Here then, in Rockford today as always, is productive opportunity for your institutional message or sales campaign.

Rockford Register-Republic of skilled factory workers and rich dairy and grain ROCKFORD MORNING STAR

READ IN BETTER THAN I OUT OF 2 HOMES IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN

ILLINOIS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL	SALES-				EFFECT		BUYING			1942
orest Park C	COUNTY	Total	95	gg	Dollars	S.	95			TORE G			Dollars				Per Cap	ita
Forest Park		(in thou- sands)	% of State	% of U.S.A.	(in thousands)	% of State	% of U.S.A.	Food	Gen'i Mdse.		Eating & Drinking Places	Drug	(in thousands)	of State	of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Evanston	Cook	68.6	.86	.052	49,993	1.41	.039	12,475	9,827	5,453	2,154	1,956	94,315	1.23	.083	1,375	143	158
Forest Park	Cook	15.0	.19	.012	7,666	.22	.014	3,692	134	112	1,014	268	19,625	.26	.017	1,308	136	150
S S4 2 2 2 2 2 11 1 1 1 1 1 1 1 1 1 1 1 1 1	Stephenson	22.9	.29	.018	15,104	.43	.027	3,631	2,319		894	567	23,144	.30	.020	1,011	105	116
Galesburg	Knox	30.0	.38	.023	17,853	.50	.032	3,492	3,112	1,334	1,207	769	30,974	.40	.027	1,032	107	118
Granite City	Madison	25.0	.31	.019	9,492	. 27	.017	2,574	825	637	494	324	20,104	.26	.018	804	83	92
Harrisburg	Saline	11.5	.14	.009	6,604	.19	.012	1,428	622	719	454	268	7,982	.10	.007	692	72	79
Harvey	Cook	19.6	.25	.015	6,171	.17	.011	1,888	534	311	405	268	15,505	.20	.014	791	82	91
Highland Park	Lake	14.5	.18	.011	8,300		.015	2,614	580	251	222	498		.21		1,124	117	129
Jacksonville	Morgan	19.8	. 25	. 015	11,853	.33	.021	2,009	2,060		768		15,016	.20	.013	758	79	87
Joliet	Will	47.5	. 60	.038	30,511	.86	. 054	6,850	7,909	1,826	2,113	1,313	50,619	.66	.044	1,066	111	122
Kankakee	Kankakee	25.5	.32	.020	18,527			3,403	3,559	1,206	1,090	778	22,243	. 29	.019	872	90	100
Kewanee	Henry	16.9	.21	.013	8,353	.24	.015	1,999	1,436	768	673	274	15,765	.21	.014	933	97	107
La Grange	Cook	15.0	.19	.012	8,850	. 25	.016	2,594	881	442	201	642	13,106	.17	.011	874	91	100
La Salle	La Salle	13.0	.18	.010	8,229	.23	.014	1,458	980	1,083	858	321	10,976	.14	.010	844	88	101
Lincoln	Logan	13.0	.16	.010	6,689	.19	.012	1,270	848	382	553	201	9,033	.12	.008	695	72	80
Macomb	McDonough	9.0	.11	.007	6,061	.17	.011	1,102	1,199	336	300	189	9,333	.12	.008	1,043	108	120
Matteon	Coles	16.5	.21	.013	10,445	. 29	.018	1,848	1,474	933	684	298	14,519	.19	.013	880	91	101
Maywood	Cook	26.7	.33	.020	8,272	. 23	.015	2,740	238	149	191	408	33,640	.44	.029	1,262	131	145
:Moline	Rock Island	38.5	.48	.029	25,981	.73	.046	4,892	5,318	2,022	2,376	835	38,300	.50	.034	995	103	114
Monmouth	Warren	9.1	.11	. 007	6,458	.18	.011	1,402	570		448	217	9,684	.13	.008	1,064	110	122
Mt. Vernon	Jefferson	16.5	.21	. 012	9,845	. 28	.017	1,711		817	589		10,147	.13	.009	615	64	71
Murphysboro	Jackson	9.5	.12	. 007	5,085	.14	.009	1,090		341	245	111	8,137	.11	.007	857	89	98
Oak Park	Cook	66.0	.83	. 050	44,135	1.25	.078	11,741	7,211	6,098	974	1,718	90,757	1.18	.080	1,375	143	158
Olney		8.0	.10	.006	4,960	.14	.009	912	322	411	307		7,976	.10	.007	997	103	114
Ottawa	La Salle	16.0	.20	.012	9,494	. 27	.017	2,265	1,358	897	611	488	15,016	.20	.013	938	97	108

†1940 Census. *Withheld to avoid disclosure.

THE TOMORROWS WILL BE EVEN BETTER

for this Mid-Western Center of

103,526 MOLINE-ROCK ISLAND

(ILLINOIS)

One big question confronts the Space Buyer of today—
"How will that market react to the ending of hostilities?"
That is why the ROCK ISLAND-MOLINE market of 103,526 (1940 U. S. Census) is being included on so many national schedules. Backed by a record of steady expansion
through many years, this busy arms-producing center
awaits the post-warperiod with an abounding confidence.

95% of our productive facilities existed BEFORE the war. Victory Day will find JOHN DEERE, INTERNATIONAL HARVESTER, J. I. CASE and many others earnestly supplying the needs of global convalescence—with jobs aplenty for our thousands of workers.

One space order "ARGUS-DISPATCH" blankets this market.

MOLINE

DISPATCH

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The Allen-Klapp Co.

ROCK ISLAND ARGUS

ILLINOIS—City Data—(Continued)

HOME OF THE
ROCK ISLAND GOVERNMENT ARSENAL

MOUNE MILY DISPATCH

POST-WAR AVENUE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL	SALES— ESTIM				EFFECT		D ES			1942
CITY	COUNTY	Total	1 1	%	Dollars	%	%			TORE G			Dollars	qr	%	-	Per Capi	ita
		(in thou- sands)	of State	of	(in thousands)	of	of	Food	Gen'i Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of State	of	Doll-	Ratio to State	Ratio to U. S. A
Paris	Edgar	11.0	.14	.008	6,509	.18	.012	1,374	4	495	324	223	7,417	.09	.007	674	70	77
Park Ridge	Cook	13.5	.17	.010	5,336	.15	.009	1,411	179	259	267	321	12,525	.16	.011	928	96	107
Pekin	Tazewell	19.41		.015		.24	.015	2,532	944	444	685	416	15,443	.20	.014	796	83	91
Peoria	Peoria	105.1	1.32	.080			.148	17,430	17.073	8,036	6,129	2,975	136,773	1.78	120	1.301	135	149
Pontiac	Livingston	9.6	.12	.007	5,052	1	.009	1,025	532	320	393	158	8,185	.10	. 007	854	89	98
Quincy	Adams	41.3	:52	.032	21,074	.60	.037	4,358	4,263	1,737	1,690	843	40,332	. 53	.035	977	101	112
River Forest	Cook	9.5	.12	.007	6,027	.17	.011	1.172		134		48	10,155	.13			111	123
Rockford	Winnebago	93.0	1.17	.007	67,500	1	.120	14,416	10,643	5.332	5,046	2,415		1.35		1,116	116	128
		7.3	1	.006	5,722		.010	1,247	309	*	494	193		.13		1,334	138	153
Salem	Marion			.038		1	.039	5,126	2.541	1,141	2,404	840	44,673	.58	.039		93	103
Rock Island	Rock Island	50.0	. 63	. 038	22,070	. 62	.039	3,120	2,041	1,141	2,404	040	44,073	.00	.033	093	90	103
Springfield	Sangamon	85.0	1.06	.065	50,917	1.44	.090	10,287	7.221	6,122		2,372			.080	1,070	111	123
Sterling	Whiteside	12.5	.16	.010	8,707	. 25	.015	1,992	619	782		360	10,255	.13	.009	820	85	94
Streator	La Salle	14.91	.19	.011	9,010	. 25	.016	2,172	1,327	839	825	300	13,273	.17	.012	889	92	102
Taylorville Urbana (see	Christian	7.6	.10	. 006	6,265	.18	.011	1,397	725	478	295	227	9,672	.13	.008	1,273	132	146
Champaign)	Champaign	15.0	.19	.012	6,462	.18	.011	2,168	1,145	71	622	350	16,729	.22	.015	1,115	116	128
Waukegan	Lake	35.9	.45	.028	23,433	.66	.041	5,335	3,503	2,302	1,529	906	37,029	.48	.032	1,031	107	118
Wilmette	Cook	17.2		.013		.22	.014	2,673	217	274	310	594	20,094	.26	.018	1,166	121	134
Winnetka	Cook	13.0	.16	.010	1	1	1	2,082	269	390	238	482	12,134	.16	.011	933	97	107
Rock Island, Mo-		10.0	. 16	.010	0,50													
combined)	Rock Island	102.0	1.28	. 077	52,412	1.47	.093	11,548	7,859	3,247	5,393	1,820	92,193	1.20	.081	904	94	104
TOTAL ABOVE CIT	IES	5,304.8	66.52	4.050	3,108,863	87.69	5.512	600,899	787,018	288,557	256,642	124,932	6,301,490	31.96	5.524	1,188	123	136
STATE TOTAL		7,974.5		6.085	3,545,337		6.286						7,688,310		6.740	964		111

Withheld to avoid disclosure.

For Illinois County figures, see pages 206, 208, 210, 212. Before using these figures, see explanation page 11.

MAY 10, 1943

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		1	LATIO					RETAIL					EFFECT		Y ES			1942
CITY	COUNTY	(in of of (in			Dollars	% of	% of		FIVE S	TORE GF sands of d			Dollars	-	1		Per Cap	ita
		thou-			(in thousands)	of State	U.S.A.	Food	Gen'i Mdse.	Apparel	Eating& Drinking Places	Drug	(in thousands)	% of State	of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Adrian	Lenawee	15.3	.28	.012	11,693	.45	.021	2,393	1,929	749	476	235	14,422	.27	.013	943	97	108
Alma	Gratiot	8.0	.15	.006	5,032	. 19	.009	960	507	303	253	•	7,632	.14	.007	954	98	110
Alpena	Alpena	12.8	.23	.010	8,426	.32	.015	1,982	1,300	645	•	433	11,830	.22	.010	924	95	106
Ann Arbor	Washtenaw	32.0	.58	.024	31,945	1.22	.057	6,579	3,743	3,104	3,057	1,732	46,412	.86	.041	1,450	149	166
Battle Creek	Calhoun	48.0	.83	.035	39,600	1.52	.070	8,237	5,658	3,497	2,068	1,825	58,391	1.08	. 051	1,269	130	146
Bay City	Bay	50.1	.90	.038	35,350	1.35	.063	7,795			2,110	1,700	52,094	.96	.046	1,040	107	119
Benton Harbor	Berrien	18.0	.33	.014	15,485	. 59	.027	3,509	1,927	887	802	907	16,702	.31	.015	928	95	107
Birmingham	Oakland	12.8	. 23	.010	9,504	.37	.017	2,479	383	342	242	767	10,492	. 19	.009	820	84	94
Cadillac	Wexford	10.0	.18	.008	6,713	.27	.012	1,399	1,012	•	363	308	9,422	.18	.008	942	97	108
Coldwater	Branch	7.3†	.13	.006	6,272	. 24	.011	1,341	609	284	433	221	8,171	.15	.007	1,113	114	128
Dearborn	Wayne	63.61	1.15	.049	34,488	1.32	.061	7,251	5,504	2,039	3,733	1,420	57,525	1.07	.050	905	93	104
Detroit	Wayne	1,750.0	31.59	1.336	1,085,000		1	214,203	197,525		87,075	52,230	2,330,793		2.043	1,332	137	153
Escanaba	Delta	14.8	.27	.011	9,919	.38	.017	2,271	2,064	560	542	278	13,229	.24	.012	892	91	102
Ferndale	Oakland	22.5	.41	.017	10,511	.40	.019	2,310	370	274	355	433	20,697	.38	.018	919	94	106
Flint	Genesee	151.5	2.74	.116	110,000	4.22	.195	25,779	13,701	10,801	6,523	5,232	166,690	3.09	.146	1,100	113	126
Grand Rapids	Kent	164.3	2.97	.125	122,500	4.69	.217	26,488	20,680	12,368	6,244	5,909	192,344	3.56	160	1,171	120	134
Grosse Point	Wayne	6.21		.005		.19		1,958	*	725	93	548	6,587	.12		1,066	109	122
Hamtramek	Wayne	50.0	.90	.038		.97		5,554	2,068		2,066	835	43,920		.039	878	90	101
Highland Park	Wayne	50.81	.92	.039			.077	7,998	7,725		1,250	798	68,606		.060		138	155
Holland	Ottawa	15.3	.28	.012				2,369	1,218		416	497	13,273	. 25	.012	868	89	100
Iron Mountain	Dickinson	10.8	.19	.008	7,422	. 28	.013	1,462	1,659	417	390		8,933	.17	.008	827	85	95
Ironwood	Gogebic	12.4	.22	.009	8,759	.34	.016	2,041	1,250	622	378	239	13,103	.24	.011	1,057	108	121
1shpeming	Marquette	9.51	.17	. 007	5,820	. 22	.010	1,943	466	428	354		10,497	. 20	.009	1,106	113	127
Jackson	Jackson	55.0	.99	.042	45,200	1.73	.080	9,255	7,001	4,389	2,708	1,813	67,830	1.26	.059	1,233	126	142
Kalamazoo	Kalamazoo	52.0	.94	.040	54,250	2.08	.096	10,887	8,001	4,967	2,673	2,636	59,660	1.10	.052	1,147	118	132
Lansing	Ingham	82.4	1.49	.063		1		15,590	13,774	1	1	3,504	110,754			1,344	138	154
Lincoln Park	Wayne	15.2		.012			8	2,328	377			241	7,421	.14	.007	487	50	56
Marquette	Marquette	15.5	.28	.012			1	2,476	1,116		1	299		.27	.013	954	98	110
Midland	Midland	12.1	.22	.009		1		2,008	4 000	383	1		8,418		.007	696	71	80
Monroe	Monroe	18.5	.33	.014	13,156	. 50	.023	3,171	1,866	911	744	494	19,831	.37	.017	1,073	110	123
Mount Clemens	Macomb	16.4	.30	.013	12,907	.49	.023	2,953	1,195	745	833	536	15,917	.29	.014	971	100	111
Mount Pleasant	Isabella	8.4	.15			. 28	.013	1,467			507	239		.08	.004	477	49	55
Muskegon	Muskegon	28.3	.51		33,714	1.29			5,709	3,163	1,593	1,390	45,619			1,612	165	185
Niles	Berrien	13.0	.23					1	983	1	1	355		1		933	96	107
Owesse	Shiawassee	15.0	.27	.011	11,746	.45	.021	2,552	2,079	530	489	320	11,789	.22	.010	786	81	90
Petoskey	Emmet	5.6	.10	.004	7,812	.30	.014	1,416	1,265	631	355	214	4,423	.08	.004	790	81	91
Pontiac	Oakland	66.6	1						8,286	1		1,371					113	127
Port Huron	St. Clair	32.8		.025			.046	5,903	4,365	2,197	1,240			1		1,203	123	138
River Rouge	Wayne	17.1	.31	.013	10,678	.41	.019	1,943	530	476	370	361	15,425	.29	.013	902	93	104
Royal Oak,	Oakland	28.5	. 52	.023	20,540	.79	.036	4,706	3,028	1,518	565	802	31,371	. 58	. 028	1,101	113	126
Saginaw	Saginaw	85.0		.068	54,150	2.08	.096	12,136	7,507	6,003	3,351	2,811	83,236	1.54	.073	979	101	112
St. Joseph	Berrien	9.6		.007	6,194	.24	.011	1,648	1,169	487	1		9,242	.17	.008	963	99	111
Sault Ste. Marie	Chippewa	25.0						1			354		13,895	.26	.012	556	57	64
Traverse City	Grand Traverse	13.7								712	1		9,775		.009	714		82
Wyandotte	Wayne	35.0	. 63	.027	15,812	.61	.028	4,389	759	1,350	956	1,006	30,743	. 57	.027	878	90	101
Ypsilanti	Washtenaw	16.0	.29	.012	10,390	.40	.018	2,598	446	681	585	559	12,033	.22	.011	752	77	86
TOTAL ABOVE CIT	IES	3,200.7	57.79	2.44	2,159,770	82.77	3.829	452,932	340,754	196,265	145,387	96,473	3,883,136	71.90	3.404	1,213	124	139
STATE TOTAL		5,538.9		4.22	2,609,254		4.626						5,400,400		4.734	975		. 112

WISCONSIN-City Data

Antigo Lan	nglade	9.0	. 29	.007	7,352	.53	.013	1,762	1.081	308	552	1	9,690	.35	.008	1,077	122	124
Appleton Out	tagamie	29.6	.94	.023	19,899	1.45	.035	4,523	3,922	1,998	1,248	612	32,239	1.16	.028	1,089	123	12
Ashland Ash	hland	11.11	.35	.008	6,810	.49	.012	1,733	1,119		723		11,404	.41	.010	1,027	117	118
Beaver Dam Dod	dge	10.3	. 33	.008	5,922	.43	.010	1,407	702	194	428	229	11,059	.40	.010	1,074	122	123
Beloit Floo	ek	29.0	.92	.022	16,584	1.21	.029	5,021	1,832	1,283	1,069	701	29,976	1.08	.026	1,034	117	119
Chippewa Falls Chi	ippewa	11.2	.38	.009	6,554	.48	.012	1,316	397	715	639	144	10,244	.37	.009	915	104	10
Eau Claire Eau	u Claire	31.5	1.00	.024	20,622	1.50	.037	4,209		2,062	1,700	736	32,694	1.18	.029	1,038	118	119
Fond du Lac Fon	nd du Lac	27.2	.87	.021	17,439	1.27	.031	4,104	2,241	1,621	1,496	918	29,390	1.06	.026	1,081	123	12
Green Bay Bro	ownnw	46.2	1.47	.035	35,850	2.60	.064	7,512	5,758	3,379	2,883	1,286	55,040	1.99	.048	1,191	135	13
Janesville Roc	ck	25.5	.81	.019	15,132	1.10	.027	4,051	2,022	1,173	1,146	512	27,635	1.00	.024	1,084	123	12

^{†1940} Census. *Withheld to avoid disclosure.

^{†1940} Census. *Withheld to Avoid Disclosure.

For Michigan County figures, see pages 213-214.

Before using these figures, see explanation page 11.

A STATISTICAL PICTURE OF WAR-TIME DETROIT

(America's No. 1 Sales Market Area)

Detroit has shown the world that machines of war CAN be made on a mass production basis. Total war and civilian output in 1942 was approximately TWICE that of any previous year. To produce this huge volume of war material 170,000 workers were added to Wayne County's factory payrolls in 1942 and this payroll is climbing steadily. Weekly earnings of Detroit's factory workers averaged 32% HIGHER than any previous year. Savings deposits were up over 50%. Births were up 22.5%. Detroit's purchasing power is reflected in high level of retail sales enjoyed by local stores. Physical volume of merchandise sold, as well as price volume, was higher in 1942 than any previous year and so far this year every indication points to a substantial increase over 1942. Detroit's war workers have money to spend — plenty of it — and they're spending it in no uncertain terms.

	1941	1942	Change 1941 to 1942
Savings Deposits	\$331,219,306	\$502,584,091	+51.7%
Total Bank Deposits	\$1,231,104,417	\$1,854,951,970	+50.5%
Bank Debits	\$16,555,808,000	\$20,337,907,000	+22.7%
Bank Clearings		\$13,397,494,091	+47.5%
Department Store Sales Index—Average	133.8	157.1	+17.5%
Cost of Living Index	106.6	118.3	+11.0%
Purchasing Power Index (Weekly Earnings)	130	155	+19.3%
Factory Workers-Wayne County Average	399,000	437,000	+ 9.7%
Weekly Earnings—Factory Workers	\$42.35	\$55.95	+32.0%
Factory Payroll-Wayne County Estimate	\$842,000,000	\$1,220,000,000	+45.0%
Telephones in Use-Detroit Zone	466,955	520,853	+11.5%
Gas Sold-M cu. ft	22,686,284	25,346,870	+11.8%
Electricity Generated—KWHR	4,319,219,800	4,575,898,600	+ 5.9%
Telephone Calls—Daily Average	2,178,300	2,449,700	+12.5%
Passengers Carried by the DSR	394,596,594	504,803,887	+27.8%
Births	34,100	41,800	+22.5%
Deaths	13,725	14,220	+ 3.6%
Marriage Licenses—Wayne County	21,757	22,640	+ 4.2%

During the 1st Quarter of 1943—The Detroit Times had the LARGEST Daily Circulation in its history.

During the 1st Quarter of 1943—The Detroit Sunday Times had the LARGEST Sunday Circulation of any Michigan newspaper. During the 1st Quarter of 1943 — The Detroit Times had the SECOND LARGESTABC Recognized Home Delivered Circulation of all newspapers in the United States.

For the rest of 1943—as in all other years— The Detroit Times is a "MUST" on all advertising schedules in this "BIGGER" Detroit market.

The

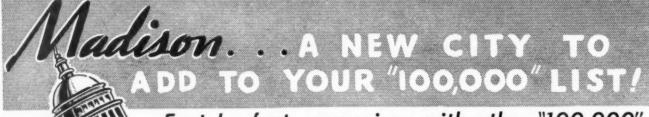
DETROIT TIMES

"The preferred newspaper of Detroit's Industrial Workers"

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

MAY 10, 1943

[227]



Fact by fact comparison with other "100,000" cities . . . now place Madison in this select group

 ★ POPULATION
 1940 Census
 1943*
 Gain

 Corporate City
 67,447
 72,500
 5,053

 Metropolitan City
 80,148
 90,000
 9,852

*Madison & Wisconsin Foundation estimates. Does not include U. of W. students and thousands of Army & Navy personnel in training, which brings present total population above 115,000.

* RETAIL SALES

1942 Total S. M. Estimate...... \$57,325,000 1939 Total 1940 U. S. Census. 44,329,000 \$12,996,000 29.3%

FOODS: 1942 gain over 1939 S2,668,000 29.3% DRUG STORES: 1942 gain 29.3% over 1939 S679,000 29.3%

★ EMPLOYMENT 1942

40,000 people earned \$80,000,000 in Salaries and Wages.
(Source—Madison & Wisconsin Foundation)

* CIRCULATION (Daily Net Paid)

MARCH 1943
(Publisher's Records) 61,395
3 Months Ending Sept. 30, 1942
(Publisher's Statements to A.B.C.) 55,461
5,934

* PRESENT MILLINE RATE \$2.95

NOTE: In compiling sales records and advertising budgets for the Madison Trading Area refer to Audit Bureau of Circulation reports which include these counties—Dane, Columbia, Green, Iowa, LaFayette, Richland, Sauk and ½ of Grant.

THE CAPITAL TIMES

VIEWSPAPERS

THE WISCONSIN STATE JOURNAL

Serving and Selling 325,000 People in the Heart of Prosperous Southern Wisconsin.

National Representative — NOEE, ROTHENBURG & JANN, INC.

WISCONSIN—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1842 timated					RETAIL					EFFECT		BUYING			1942
CITY	COUNTY	Total	%	% of	Dellars	% of	% of			TORE Gi			Dollars	% of	% of		Per Cap	ita
		(in thou- sands)	of	U.S.A.	(in thousands)			Food	Gen'l Mdse.	Apparei	Eating & Drinking Places	Drug	(in thousands)			Doll- ars	Ratio to State	Ratio to U. S. A
Kenesha	Kenestia	48.81	1.55	.037	24,859	1.81	.044	7,479	2,760	2,469	2,394	1,139	53,534	1.95	.047	1,097	124	125
La Crosse	La Crosse	43.0	1.37	.033	25,300	1.84	.045	6,235	3,865		2,758	703	38,913	1.41	.034	905	103	104
Madison	Dane	72.0	2.29	. 055	57,325	4.17	.102	11,773	9,117	5,981	4,840	2,997	89,066	3.22	.078	1,237	140	142
Manitowoc	Manitowoc	26.2	.83	.020	18,300	1.33	.032	4,940	2,797	1,236	1,591	468	28,420	1.03	.025	1,085	123	125
Marinette	Marinette	14.21	.45	.011	8,088	.59	.014	1,660	2,810	631	702	98	11,770	.43	.010	830	94	95
Marshfield	Wood	11.0	.35	.008	7,391	.54	.013	1,596	968	398	609	206	10,904	. 39	.010	991	112	114
Milwaukee	Milwaukee	602.0	19.16	.460	415,650	30.20	.737	102,741	74,384	39,837	41,126	14,452	886,896	32.04	.778	1,473	167	169
Monroe	Green	6.2	.20	.005	5,920	.43	.010	1,138		358	525	206	7,873	.28	. 007	1,270	144	146
Neenah	Winnebago	11.0	.35	.008	6,063	.44	.011	1,508		415	369	264	10,965	.40	.010	997	113	114
Oshkosh	Winnebago	40.0	1.27	.031	24,022	1.75	.043	6,350	2,565	2,367	1,828	871	48,327	1.75	.042	1,208	137	139
Plazine	Racine	67.2	2.14	. 051	34,845	2.53	.062	10,952	3,975	2,829	3,068	1,581	80,367	2.92	.070	1,194	135	137
Rhinelander	Oneida	8.5	.27	.007	6,690	.49	.012	1,621	937		487	180	9,048	.33	.008	1.064	121	122
Sheboygan	Sheboygan	43.1	1.37	.033	33,500	2.42	.059	7,641	8,298	2,010	3,124	1,201	50,646	1.83	.044	1,175	133	135
Stevens Point	Portage	14.5	.46	.011	9,117	. 66	.016	2,450			725	361	13,632	.49	.012	940	107	108
Superior	Douglas	38.5	1.23	.029		1.56	.038	6,277	1,951	1,638	2,440		45,240	1.63		1,175	134	135
Watertown	Jefferson-Dodge	11.3	.36	.009	7,907	.57	.014	2,043	1,074	696	627	224	12,944	.47	.011	1,145	130	131
Wankesha	Waukesha	21.7	.69	.017	11,928	. 87	.021	3,959	923	596	844	428	20,599	.74	.018	949	108	109
Wassau	Marathon	27.3	.87	021	18,648	1.36	.033	4,324		1,347	1,442	494	30,001	1.03	.026	1,099	125	126
Wairwatesa	Milwaukee	28.0	.89	.021	8,162	. 59	.014	3,472	53	118		550	31,459	1.14		1,124	128	129
West Allis	Milwaukee	38.3	1.22	.029	15,519	1.13	.028	5,048	1,003	703	1,993	678		1.39		1,005	114	115
Wisconsin Rapids	Wood	13.5	.43	.010	8,335	.60	.015	1,855			432	464	11,794	.43	.010	874	99	100
TOTAL ABOVE CIT	IE3	1,416.9	45.09	1.082	921,133	66.94	1.633	230,698	136,554	76,362	84,073	32,703	1,780,273	64.35	1.560	1,257	143	144
STATE TOTAL		3,142.3		2.399	1,376,058		2.440	324,183	152,066	85,811	148,792	44,543	2,767,600		2.426	881		101

†1940 Census. *Withheld to avoid disclosure,

For Wisconsin County figures, see pages 214, 216.



So you think you're fully covered just because you have fire insurance, life insurance, liability insurance and a dozen other coverage contracts?

The most important business assurance you may need is the insurance against error, the assurance that your plans for the future are based on facts, on conditions as they actually exist. A Ross Federal survey is an inexpensive way of getting this insurance against error.

Talk to a Ross Federal man today about your plans for tomorrow.



ROSS FEDERAL RESEARCH CORPORATION · 18 EAST 48th ST., N. Y.

And 31 Key Cities from Coast to Coast

TRADING AREAS of EAST SOUTH CENTRAL STATES



Sales Management

- Largest Trading Areas
- Other Important Trading Centers

BIGGER Than New Orleans!

MORE SALES Than Atlanta...

or Dallas . . or Denver!

TWICE AS BIG As Nashville!

Yes, for Sales Management's newest figures show that the WNOXVILLE trading area had \$251,179,000 retail sales in 1942. Here's a market that means something, a market in the heart of TVA development.

1942 RETAIL SALES

 New Orleans . . \$215,000,000
 Denver \$226,000,000

 Atlanta 250,000,000
 Memphis 206,000,000

 Dallas 230,000,000
 Nashville 109,000,000

WNOX 10,000 WATTS 990kc. KNOXVILLE, TENN.

Owned by Scripps-Howard Radio, Inc., affiliated with The Knoxville News Sentinel

CBS - Representative - THE BRANHAM CO.

(All retail sales figures used herein with permission of SALES MANAGEMENT'S 1943 Survey of Buying Power. Retail sales figures for cities other than "Wnoxville" are City, not trade area, estimates.)

EVERYTHING'S ON THE UP-AND-UP IN OWENSBORO

- POPULATION: a gain of nearly 4,000 since 1940, and 50% since 1930.
- RETAIL SALES: another gain in '42, and 87% since 1929 (while other major Kentucky markets gain 13 to 37%).
- INDUSTRIAL PAYROLL: 1940 was 141% higher than 1929; still going up.
- FARMING: new all-time highs in crop and live stock receipts in 1942.
- TRADING TERRITORY: now more than a million dollars a week in Effective Buying Income.
- NEWSPAPERS: third from the top in within-Kentucky circulation: third from bottom in milline rate.
- RADIO HOMES: leads all counties west of Louisville in percent of radio homes (73).
- 8. BLANKET COVERAGE: the great Owensboro market (nearly 211,825 people) saturated by two great newspapers and one radio station.

REACH THE GREAT OWENSBORO KENTUCKY MARKET THROUGH THE

MESSENGER-INQUIRER

Radio Station WOMI

East South Central States—County Data

KENTUCKY-County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO Estima	ted)	942		НО	NURE OF MES-194		RETAIL S				_	YING EST		ME—1942 E		ES- TISING ROLS
COUNTY	Total (in thou- sands)	% of State	of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U·S·A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of d Market Index
Adair138	16.9	. 62	.013	3.8		82.6	2.80	1.56	15.62	1,604	.23	.002	2,536	.21	.002	150	2,705	.003	23
Allen138	14.3	.52	.011	3.4		76.8	2.12	1.84	12.10	2,176	.31	.004	3,432	. 28	.003	240	2,249	.004	36
Anderson	8.5	.31	.006	3.3		70.1	1.43	.97	18.39	1,685	.24	.003	3,028	. 25	.003	356	1,729	.003	50
Ballard	9.1	. 33	.007	3.3		62.9	1.46	1.17	8.99	1,133	.16	.002	1,975	.16	.002	217	1,903	.003	43
Barren	26.6	.97	.021	3.5	21.1	67.3	3.66	3.30	12.52	5,571	.80	.010	9,648	.78	.008	362	5,411	.010	50
Bath137	10.4	.38	.008	3.7		69.1	1.48	1.33	13.10	1,121	.16	.002	2,007	.16	.002	193	2,365	.002	25
Bell140	45.0	1.64	. 034	4.3	35.7	17.8	3.36	5.87	10.38	8,694	1.25	.015	13,647	1.11	.012	303	673	.018	53
Boone 50	10.8	.39	.008	3.2		59.2	1.68	1.30	15.13	1,411	.20	.003	2,559	.21	.002	237	2,494	.003	38
Bourbon137	16.9	.62	.013	3.2	37.3	42.0	2.22	2.65	13.88	4,102	. 59	.007	6,388	. 52	.006	377	6,089	.008	62
Boyd53	44.9	1.63	. 034	3.7	74.1	9.2	4.90	6.06	19.23	14,952	2.14	. 027	26,755	2.17	. 023	596	814	.024	71
Boyle	17.2	.62	.013	3.3	39.4	35.5	2.17	2.38	17.43	6,146	.88	.011	9,586	.78	.008	558	2,810	.009	69
Bracken	8.8	.32	.007	3.2		64.7	1.43	1.12	13.92	1,589	. 23	.003	2,825	. 23	.003	323	2,455		57
Breathitt	20.3	.74	.016	4.7		85.5	2.18	2.45	7.88	1,122	.16	.002	2,013	.16	. 002	99	1,622	.003	19
Breckinridge138	16.5	.60	.013	3.5		71.3	2.59	1.92	7.13	1,812	.26	.003	3,297	. 27	. 003	199	2,759	.005	38
Bullitt138	9.6	.35	.007	3.4		62.1	1.36	1.08	11.46	1,133	.16	.002	1,767	.14	.002	185	1,529	.003	43
Butler133	12.7	.46	. 010	3.9		76.1	1.97	1.42	6.33	855	.12	.002	1,595	.13	. 001	125	1,448	.003	30
Caidwell	13.9	.50	.011	3.2	37.2	48.2	2.07	1.94	11.43	2,682	.38	.005	4,360	. 35	.004	314	1,469	.005	45
Calloway	18.7	. 68	.014	3.3	19.8	64.9	2.94	2.26	14.48	3,472	. 50	.006	5,869	.48	.005	314	3,096	.006	43
Campbell	70.9	2.58	.054	3.1	81.7	8.1	9.77	10.26	24.75	23,144	3.32	.041	42,349	3.44	. 037	597	1,588	.046	85
Carlisle	6.5	.23	. 005	3.3		66.4	1.14	. 92	10.68	918	.13	.002	1,564	. 13	.001	242	1,285	.002	40
Carroll	8.0	.29	.006	3.2	33.6	48.1	1.08	1.31	14.59	2,490	. 36	.004	4,161	.34	.004	520	1,658	.004	
Carter	25.4					61.8		2.44		-,	.37			. 36		172			
Casey		1						1.60	6.79	1,092	.16	1		.14					
Christian					32.5					8,184	1.17	1		1		345	1		}
Clark	17.0	.62	.013	3.1	47.8	41.1	2.34	2.63	15.94	5,128	.73	.009	8,550	. 69	.009	501	3,919	.009	69
Clay 137		1		1						1,000									5
Clinton137																-			
Crittenden		1	1			64.0				.,				. 23	1	1	1		
Cumberland	9.6				1	82.0			1	.,				.12					
Daviess (Owensboro)138A	47.8	1.74	. 037	3.3	57.1	31.5	5.60	7.95	16.47	18,258	2.61	.032	25,602	2.08	. 022	535	4,597	. 025	68
Edmonson	10.0	. 36	.008	4.0		77.5	1.51	1.05		795	.11	.001	1,459	.12	.001	148	1,225	. 002	25
Elliott53		. 28	.008			92.				509	1			.09	.001	143	857	. 002	33
Estill		.61	.013	4.2	20.	2 56.	2.03	1.82	10.33			.004	3,739	.30	.003	224	1,048	.005	38
Fayette (Lexington) 137	81.6	2.97	. 062	3.1	62.	5 12.	7.79	13.25	23.6			. 088	86,835	7.06	.076	1,064	7,054	. 062	100
Fleming50		. 45	.010	3.3		. 68.	4 2.10	1.48	12.8			.004	3,456	.28	.003	277	3,711	.005	50
Floyd	49.7	7 1.81	.038	4.6		43.	7 4.09	6.36	12.80	6,986	1.00	.012	10,917	.89	.010	220	1,78	.016	42
Franklin	23.1	.81	.018	3.2	49.	3 27.	5 2.56	3.45	21.73	8,59	1 1.24	.016	13,765	1.12	.012	597	2,556	.015	
Fulton	15.1	2 .55	. 012	3.3	21.	5 44.	2 1.60	2.42	12.7				7,406	.60	.006	489	2,49	.008	67
Gallatin50		. 14	. 003	3.2		. 60.	2 .59	.60	11.70			.00	1,161	.09	.001	300	1,02	. 001	33
Garrard		9 .40	.008	3.6		. 70.	5 1.64								.003	305	3,26	4 .004	50
Grant 50	9.3	3 .34	.007	3.2	1	. 68.	2 1.60	1.14	13.0			.00	3,403	. 28	.003	360	2,40	. 004	57
Graves	29.3	3 1.06	.022	3.2	27.	1 57.	7 4.5	4.18			. 98	.013	10,99	. 89	.010	375	4,18	4 .012	55
	1			-		1				1			1	1	1			1	

Metropolitan

LOUISVILLE

has arrived in the

500,000 POPULATION GROUP

We've moved into the "upper brackets" with such neighbors as New York City, Chicago, Los Angeles, Philadelphia, Boston, Detroit, Pittsburgh, San Francisco, St. Louis, Cleveland, Washington, Buffalo, Minneapolis, Cincinnati, New Orleans and Providence.



YOU will have to revise your lists and charts! You will have to change your sales quotas and advertising budgets!

There's a new city to be added to the roster of half-million-or-more metropolitan areas. It's Louisville, which has just reached 502,064.

On May 1, 1942, the Bureau of Census estimated that the total had risen to 498,000, and now the indisputable measuring-stick of food ration books carries Metropolitan Louisville into the half-million-or-more bracket.

That's 50,591 new people since the 1940 census. Industrial output, retail and wholesale sales, bank deposits and general spending, are all up in proportion.

So, revise those plans of yours. Change your population charts. Spot a new city on your map of America's vitally important metropolitan areas.

It's Louisville, a billion-dollar market you can't get along without!

Another record . . . The circulation of these newspapers has reached 231,000 combined daily and 221,000 on Sunday . . . They do not miss a single dwelling unit in all of Metropolitan Louisville!



The Conrier-Lournal The Louisville Times

		POP	ULATIO (Estima	nted)			HO	NURE OF MES-194		SKI S	ALES-		EFFECTIV	-	YING EST			ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	% of U.S.A	Per- sons per Fam- ily	Wr-	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Qual of Mark Inde
Grayson1	38 16.	9 .6	1 .013	3.5		78.5	2.75	1.61	8.83	1,778	.24	.003	3,105	. 25	.003	184	2,105	.004	31
Green1		6 .4	2 .009	3.5		82.2	1.71	1.37	12.89	1,100	.16	.002	1,967	.16	.002	169	2,392	.002	22
ireenup	50 20.	8 .7	.010	4.1		44.3	3.00	2.45	14.47	2,383	.34	.004	4,295	.35	.004	206	1,361	.007	4
										000		004	4 500	10	004	-	4 000	000	
Hancock			-	1	1	74.5		.67	8.87	802		.001	1,539	.12	.001	-			4
Hardin1				100						6,631 16,009	2.30	.029	10,285 26,587	2.16	.023	1		.011	5
Harlan1								2.07	1	4,509		.008	6,993	.57	.006	1	1		
Hart1			1	2 3.5		78.4	2.47			1,978	1	.004		.28	.003				4
		1	1	1		1	1	1.00		,,,,,	1		-,		1.000	1	,	1	
Henderson1	35 27	0 .9	8 .02	1 3.2	48.7	36.6	3.20	4.22	12.94	6,627	.95	.012	10,932	. 89	.010	405	4,128	.011	!
Henry1		3			1	62.4		1		2,140		.004	3,829	.31	.003	1	1		1
Hickman1			.00		1	73.6				1,201		.002		.17	.002				
Hopkins13		2		1		1		1	1	8,873		.016	13,967			1	1		1
lackson1	37 12	5 .4	.01	0 4.6		82.7	2.29	.96	7.76	933	.13	.002	1,403	.11	.001	112	1,540	.003	1
Jefferson (Louisville) 1	20 417	4 15.1	7 .31	9 3.1	82.8	4.6	42.45	63.72	21.41	220,597	21 05	.391	429,746	24 00	.377	1,030	5,020	. 296	
Jessamine1				-		-					1	.005		.34					
Johnson			1	-		54.6		1	1						.005	1			
Kenton (Covington)		-	4 .07	-		1					1	.056	63,297		. 055		1		1
Knott1			8 .01			76.6			1						.001				1
Knox1			.01	1				1		-,				1					
Larue1			.00	1		72.4													
Laurel			.01			71.7								1			1		
Lawrence			6 .01	1		72.3						.002		1					
Lee	37 9	.8 .3	.00	7 4.2		68.6	1.27	1.01	5.75	919	.13	.002	1,693	.14	.001	172	558	.002	
Leslie	37 13	3 /	.01	0 5.2		90.9	1.56	1.18	5.24	668	.10	.001	1,043	.08	.001	78	1,167	.002	
Letcher						1			1		1				.008		1		1
Lewis			.01	-						-,				.16		1			1
Lincaln			37 .01	1		00.						.004			1				
Livingston1			.00	-		000 4	1.35	1						1			1		
Logan	38 22	.1 .8	.01	7 3.4	17.	67.	3.04	3.05	12.66	3,851	.55	.007	5,946				4,073	. 007	7
Lyon			31 .00			57.0			1						1	1			
McCracken (Paducah)						1						. 031							
McCreary			.01	1											1				1
McLean13	BA 10	.2 .3	.00	8 3.5		60.	1.60	1.33	8.43	1,29	.19	.002	2,317	.19	.002	2 220	1,76	.003	3
Madison	37 30	.1 1.1	10 02	3 3.	5 25.	7 53.	3.5	3.59	13.99	6,079	. 88	.010	10,656	.87	.010	354	5,23	.012	2
Magaffin			54 .01			81.	1										1	1	1
Marion				2 3.9		4 64.	8 2.0									4 267			4
Marshall		.1 .	55 .01	2 3.	1	. 55.	1 2.4	1.95	15.82			.003	3,008	.24	.003	3 199	1,65	.00	5
Martin	53 9	.8	36 .00	7 5.	0	. 73.	0 1.10	. 89	6.89	491	.07	.001	920	.07	.001	1 94	44	2 .00	1
									1					1					
Mason			1	14 3.											1				
Meade				3.		. 69.									1				1
Menifee		7.77		34 4.											1				
Mercar				09 3.		00		-				1							
metane	130		-11	3.	b	. 00.	1	1.13	0.5	35	.00	.001	1 33		,00		2,20	1 .00	1
Monroe	138 13	. 8.	50 .0	11 3.	8	. 81.	5 1.7	8 1.4	8 8.7	1,23	5 .18	.002	1,974	.16	.00	2 14	3 1,96	8 .00	3
Montgomery				09 3.			1 1.5									4 41	0 2,52	6 .00	5
Morgan			_	11 4.		00	0 2.1					1			.00	1 11	9 1,57	2 .00	2
Muhlenberg13		1.7 1.	23 .0	26 3.	7 11.	2 36.	9 4.1			6,00							1		
Nelson	138 15	.7	57 .0	12 3.	7 17.	5 58.	3 2.2	8 1.9	0 14.0	3,00	5 .43	.005	4,639	. 38	.00	4 29	5 3,89	2 .00	6
MILE			00	20 2		0.7			10.5			000	0.40		000	20	0.40		
Nichelas				06 3. 16 3.										1			-		
Ohio				08 3.	_	1			4 13.5							1			
Owen				07 3.		-			2 11.9						777		-		
Owsley				06 4.	_	-			0										
				1														1	
Pendleton	.50	.2	34 .0	07 3.	2	. 71.	1 1.7	0 1.1	2 13.6	1,72					1				4
Perry		1.5 1.		35 4.		-1								1					
Pike		.0 2.		54 4.					3 7 7 7 7			1							-
				05 4.				-1											
Pulaski	137 30	3.1 1.	31 .0	28 3.	9 15.	4 64.	7 5.5	9 3.4	6 11.3	9 5,15	5 .7	.00	8,09	6 .6	.00	7 22	3,56	.01	U
Robertson	50	3.2 .	12 0	02 3	2	. 79.	4	0 4	5	40	6 .0	7 .00	87	8 .0	7 .00	01 27	2 1,01	.00	11
Robertson				02 3. 12 4.		00		1	1	. 49 5 1,20		1			1				
Rowan				10 4										-1 -					
Russell				11 4.		00													
Scott				11 3.															
Shelby				13 3.															
				-		5 63			3 13.1										
	- 000		.0	JU 0.	. 00	- 00	1.5	1.1	10.1	2,00	.0	.00	1 4,07			00	0,0		-



			LATIO Estimat		12			NURE OF		SHAD S	ALES-		EFFECTIV	S/M	YING EST	MAT		SAL ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	(in	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Spencer	6.1	.22	.005	3.7		78.1	.79	.86	12.78	753	.11	.001	1,574	.13	.001	257	2,317	.002	40
Taylor138	12.7	.46	.010	3.6		66.7	2.07	1.32	13.51	2,247	.32	.004	3,989	.32	.003	314	2,124	.004	40
Todd138	13.8	. 50	.011	3.4		64.0	1.71	2.01	9.10	1,748	. 25	.003	3,292	.27	.003	239	2,455	.004	36
Trigg138	11.2	.41	.009	3.6		75.7	1.52	1.61	7.32	1,251	.18	.002	2,290	.19	.002	204	2,244	.003	33
Trimble	5.1	.19	.004	3.5		85.5	.81	.64	12.70	366	.05	.001	933	.08	.001	182	1,478	.001	25
Union135	17.4	. 63	.013	3.4	17.7	39.2	2.13	2.26	11.07	3,227	.46	.006	5,400	+ .44	.005	310	3,312	.006	46
Warren	36.1	1.31	. 029	3.3	39.8	44.3	4.70	5.10	15.37	9,972	1.43	.017	15,515	1.26	.013	430	4,956	.015	54
Washington138	12.4	.45	.010	3.7		74.5	1.81	1.24	19.43	2,131	.31	.004	3,246	. 26	.003	261	3,322	.004	40
Wayne137	16.3	. 59	.012	4.2		76.7	2.34	1.40	7.91	1,641	.24	.003	2,614	.21	.002	160	1,895	.003	25
Webster135	16.0	.58	.012	3.2	22.9	37.1	2.69	2.69	9.24	3,344	.48	.006	5,335	.43	.005	332	1,617	.007	58
Whitley	32.0	1.16	.024	4.1	19.0	44.9	3.80	3.49	9.48	5,968	. 86	.010	9,117	.74	.008	285	1,052	.011	46
Walfe	9.1	.33	.007	4.4		84.4	1.10	.97	5.36	453	.07	.001	1,086		.001	119	614	.001	14
Woodford	11.0	.40	.008	3.5	21.5	48.5	1.37	1.60	14.80	2,477	. 36	.004	4,234	.34	.004	387	4,392	.005	63
STATE TOTAL	2,750.9		2.102	3.5	29.8	44.2	335.35	363.19	16.09	697,060		1.236	1,230,660		1.079	448	281,673	1 190	57

For Kentucky City figures, see page 244.

TENNESSEE-County Data

nderson140	25.8	.88	.020	4.0	10.4	40.8	3.06	2.92	12.38	3,263	.43	.006	6,047	.42	.005	234	1,726	.011	55
edford 141	22.5	.77	.017	3.3	28.2	53.5	2.77	3.42	12.74	4,290	.56	.008	8,413	.59	.007	374	3,971	.010	59
enton	11.3	.38	.009	3.5		63.8	1.65	1.35	7.34	1,297	.17	.002	2.031	.14	.002	179	1,431	.003	33
	2010	.29	.007		*****	70.1	1.02	.72		640	.08	.001	974	.07	.001	114	1,071	.002	29
	8.6			4.3	00.4		-		5.51										
ilount140	47.3	1.62	.036	3.9	26.1	43.8	4.73	4.80	14.28	6,631	.87	.012	11,113	.78	.010	235	2,858	.016	44
radiey	29.6	1.01	.023	3.7	39.8	37.0	3.15	3.73	14.98	5,569	.74	.010	8,720	.61	.008	295	2,230	.011	48
ampbell	31.1	1.07	.024	4.2	12.9	35.0	3.42	3.29	8.72	4,551	. 59	.008	7,709	.54	.007	248	1,406	.013	54
annon	9.5	.33	.007	3.8		85.6	1.30	1.08	7.30	643	.08	.001	1,528	.11	.001	160	2,033	.002	29
arroli	27.3	.93	.021	3.4		62.8	3.35	3.37	10.49	3,224	.42	.006	5,805	.41	.005	213	3,696	.008	38
arter139	35.1	1.20	.027	4.1	24.2	40.9	5.41	2.35	14.82	5,400	.71	.010	9,059	.64	.008	258	1,769	.011	41
heatham141	9.1	.31	.007	3.8		73.7	1.24	1.09	8.38	971	.13	.002	1,829	.13	.002	201	2,149	.003	43
hester143	10.8	.37	.008	3.8		67.6	1.14	1.50	7.60	1,071	.14	.002	2,086	.15	.002	194	1,503	.003	38
taiberne	25.4	.87	020	4.2		74.2	3.11	2.23		1,744	.23	.003	3,269	.23	.003	129	3,155	.006	30
Clay	11.4	.39	.009	4.3		86.3	1.23	1.08	7.52	520	.07	.001	1,028	.07	.001	90	1,610	.002	22
Cocke		.72	.016	4.1	14.8		2.76	2.52		2,314	.30	.004	4,412	.31	.004	209	3,162	.002	38
OCKP140	21.1	.12	.010	4.1	14.0	08.3	2.76	2.52	10.50	2,314	. 30	.004	4,412	. 31	.004	208	3,102	.000	30
offee141	23.0	.79	.018	3.6	24.0		2.41	2.20		2,817	.37	. 005	4,720	.33	.004	205	2,212	.007	39
rockett	16.5	.57	.013	3.5		78.4	1.64	2.78	9.89	1,801	.24	.003	3,443	.24	.003	209	3,907	.006	46
Sumberland 141	15.4	.53	.012	4.1		69.3	2.13	1.32	6.46	1,588	.21	.003	2,647	.19	.002	172	1,357	.004	33
Davidson (Nashville)141	274.0	9.39	.209	3.3	65.1	8.5	25.35	41.57	18.19	120,395	15.76	.213	269,696	8.94	.237	984	5,577	.204	98
Decatur143	9.7	.33	.008	3.8		59.0	1.27	1.17	5.63	874	.11	.002	1,762	.12	.002	181	1,214	.002	25
ne Kalb141	13.5	.46	.010	3.7		79.4	1.96	1.59	7.57	1,232	.16	.002	2,090	.15	.002	155	2,558	.003	30
Dickson141	18.6	.64	.014	3.6	17.8	62.4	2.71	2.12	9.41	2,873	.38	.005	4,803	.34	.004	258	2,182	.007	50
Dyer	33.3	1.14	.028	3.5	28.7	55.1	2.78	6.24	11.55	7,563	.99	.013	12,995	.91	.011	390	6,063	.016	62
ayette	28.9	.99	022	3.9		87.5	1.28	5.53	6.78	2,103	.28	.004	4.011	.28	.004	139	4,428	.007	32
Fentress141	13.4	.46	.010			70.6	1.58	1.31	6.90	1,267	.17	.002	2,093	.15	.002	158	1,174	.004	40
Franklin142	23.8	.82	.018	3.9	11.6	56.8	2.93	2.57	11.30	3,153	.41	.006	5,726	.40	.005	240	3,730	.008	44
Gibson	47.9	1.64	.037	3.4	25.9	62.4	5.01	6.84	11.20	6,382		.011	11,066	.78	.010	231	7,775	.017	46
Giles	27.7	.95	.021	3.6		71.9	3.08	4.11		4,141	.54	.007	7,063	.50	.006	255	5,684	.010	48
Grainger	12.9	.44	.010		10.0	89.7	1.99	1.24		895	.12	.002	1,587	.11	.001	123	2,317	.003	30
Greene	37.5		.029		17.2	74.7	5.26	3.80		5,568		.010	9,252	.65	.008	247	7,670	.012	41
Saundy 149	11 8	.39	.009	4.1		30.6	1.48	1.09	6.21	830	.11	.001	1,654	.12	.001	144	550	.003	33
Familien 140	11.5				49 9		2.53	2.02				.007		.49	.006	353	2,229	.008	53
	19.6	. 67	.015		43.3					4,124			6,938						101
familton (Chattanooga)142	186.1	6.38	.142		72.6		16.85	29.09		86,996		.154	189,917		.166	1,020	2,004	.143	
Hancock	10.4 23.8	.82	.008			93.4	1.46	.89		428 2,326		.001	819 3,800	.06	.001	79 160	2,120	.002	39
Hardin143	15.9	.54	.012			60.8	1.80	2.32		1,419		.003	2,701	.19	.002	170	1,928	.005	4
Hawkins	27.7	.95	.021		*****	78.3	3.90	2.50		2,563		.005	4,817	.34	.004	174	3,988	.007	3
laywood	26.4	.91	.020	3.7	14.5	80.1	1.54	5.00	11.03	3,118	.41	.006	6,055	.43	.005	229	4,739	.009	4
Tenderson	16.9	.58	.013	3.8	13.1	64.2	2.17	2.44	8.15	2,024	.27	.004	3,921	.28	.003	232	2,750	.005	3
tenry	24.7	.85	.019	3.3	24.7	54.9	3.43	3.47	11.16	4,358	.57	.008	7,381	.52	.006	299	3,963	.010	5
Hickman141	13.6	.47	.010	4.0		68.4	1.77	1.62	6.31	1,087	.14	.002	1,873	.13	.002	138	2,205	.004	4
lausten141	5.8	.20	.004	3.8		70.3	.89	.62	7.57	519	.07	.001	916	.06	.001	159	687	.002	5
lumphreys	11.5	.40	.009			68.7	1.45	1.51		1,327	.17	.002	2,487	.17	.002	216	1,930	.004	4
lacksen	13.7	.47	.010			91.4	1.58	1.76		1,046		.002	1,761	.12	.002	128	2,590	.003	3
Jefferson	21.1	.72	.016		13.8		2.47	1.80		1,789	1	.003	2,824	.20	.002	134	2,983	.005	3

MEMPHIS

BIGGEST MARKET IN TENNESSEE!

SCOPE

The Memphis market, covering 393,518 radio homes, is the cotton capital of the world and the industrial capital of the Mid-South. Wholesale sales are nearly three-quarters of a billion dollars!

BIGGEST IN PEOPLE

According to the 1940 census figures, urban Memphis, with a population of 292,942, is approximately equal to that of the two next largest cities in the State combined. The Memphis market, embracing 3,092,108 people, is greater than the total population of the State of Tennessee.

BIGGEST IN

Retail sales in the Memphis market total \$496,174,000.00, as compared with total retail sales for the State of \$606,489,-000.00 (1939 figures). Memphis led every major Southern city in sales increase for 1942.

THE BIGGEST AUDIENCE IN THIS BIGGEST MARKET

The most recent C. E. Hooper Station Listening Index Reports (from October through February 1942-3) shows WMC leading all four Memphis radio stations in every time classification.

		MORNING I	NDEX	
		Station B	Station C	Station D
WMC	42.8	30.5	14.0	12.3
		NOON IN	DEX	
WMC	48.0	30.5	7.8	13.6
		EVENING II	NDEX	
WMC	43.5	37.7	10.4	7.9

NBC 5000 WATTS DAY AND NIGHT

BRANHAM COMPANY NATIONAL REPRESENTATIVE



MEMPHIS, TENN.

OWNED AND OPERATED BY

THE COMMERCIAL APPEAL

			LATIO Estimat	ed)	42		TENURE OF HOMES—1940			RETAIL S	ESTIN		EFFECTI		EST			SALES— ADVERTISING CONTROLS	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Knox (Knoxville)140	187.0	6.41	.143	3.6	62.5	16.3	19.44	24.55	17.57	72,407	9.48	.128	138,093	9.70	.121	738	4,605	.122	85
Lake	11.3	1	.009			70.5		2.64	10.94	1,746		.003	3,205	.23		284	2,664	.006	
Lauderdele	24.8	1	.019		11.4			4.24		3,839		.007	6,649		.006	268			67
Lawrence	27.8		.021		13.3			3.55		3,941	.52		6,716		.006		5,302 2,948	.010	53 48
													0,110		,000	242	2,040	.010	40
Lewis	5.3		.004			56.3		.70		729			1,389	.10		260	423	.001	25
Lincoln141	26.5		. 020	3.6	17.2	70.7	2.73	3.92	12.83	4,046	. 53	.007	7,015	.49	.006	265	5,684	.010	50
Louden140	22.4	.77	.017	3.9	37.3	46.4	2.29	2.28	11.35	3,002	.39	.005	6,108	.43	.005	273	1,854	.007	41
McMinn140	31.3	1.07	.024	3.7	33.4	50.6	4.20	3.18	11.34	5,291	.69	.009	9,340	.66	.008	298	3,314	.012	50
McNairy	19.0	.65	.015	3.8		69.1	2.14	2.71	6.31	1,802	.24	.003	3,519	. 25	.003	185	2,216	.005	33
Macon141	13.5	.46	.010	3.6		83.5	1.97	1.72	7.65	1,032	.14	.002	1,787	.13	*.002	132	2,853	.004	40
Madison143	56.9		.044		45.0			9.61		14,984			23,788		.021	418	4,754	.025	57
Marion	19.9		.015			25.2		2.03	8.12	2,547	1		4,393		.004				
Marshall	16.6		.013		22.3												1,331	.008	53
Maury	41.1	1	.013		33.9			2.14 6.08		3,183 8,019			5,549				2,999	.008	62
J	41.1	1.41	.031	9.4	93,5	74.0	4.30	0.00	12.4/	0,019	1.03	.013	13,308	.93	.012	321	5,725	.018	58
Meigs142	5.7					88.9		.74		217	.03		557	.04		98	1,046	.001	25
Monroe140	23.6	1	.018		10.7			2.54		2,264	1		3,870				2,679	.007	39
Montgomery 141	33.8	1.16	.026	3.5	35.5	52.7	3.50	4.79	12.68	6,492	.86	.010	10,358	.73	.009	306	4,940	.013	50
Maore141	3.7	.13	.003	3.6		84.8	.54	.49		191	.03		391	.03		105	953		
Morgan140	14.0	.48	.011	4.2		55.1	1.75	1.34	6.84	1,016	.13	.002	1,731	.12	.002	123	1,065	.003	27
Obion143	28.0	.98	.021	3.3	23.4	49.7	3.39	4.88	13.04	5,744	.75	.010	9,875	. 69	.009	353	6,769	.013	62
Overton141	17.3	.59	.013	4.2		76.5	2.24	1.83	5.33				2,100				1,579	.004	31
Perry141	7.0		.005	3.9		65.8	.80	.97			1		1,185			170		.002	40
Pickett141	5.8					86.9				346			630				767	.001	25
Polk	17.2		1			47.8				2,503			4,134				1,221	.005	38
Putnam141	25.9	. 89	.020	3.9	19.6	59.3	3.39	2.65	10.25	2 240		000	8.044	40	025	210	0.200		
			1	1	13.6					3,340						1	2,382	.009	45
Rhea142	15.9					45.9		1.98		2,531				1			1,438	.006	50
Roane140	26.3				34.5			3.20		3,750			6,533				1,870	.010	50
Robertson141	26.5		.020		23.0			4.29		-,	1		6,850	.48			6,536	.010	50
Rutherford	34.2	1.17	.028	3.4	28.3	58.0	3.80	4.58	11.40	6,411	.84	.011	10,767	.76	.010	315	5,432	.014	54
Scott140	15.8	.54	.012	4.4		49.5	1.89	1.48	5.54	1,598	.21	.003	2,594	.18	.002	165	785	.004	33
Sequatchie	5.1	.17	.004	4.2		67.0	.66	.45	7.86	358	05	.001	580	.04	.001	111	459	.001	25
Sevier140	23.4	.80	.018	4.2		77.3	2.89	2.19	12.21	2,358	.31	.004	3,883	.27	.003	166	3,390	.006	
Shelby (Memphis)143	361.0	12.37	.276	3.1	81.8	11.6	30.68	68.09	16.89	209,040	27.34	.371	356,192				9,596		
Smith141	14.9		.011			77.5		2.03								1		.004	1
Stewart	11.0	.38	.008	4.0		78.5	1.63	1.42	5.54	840	.11	.001	1,644	.11	.001	149	2,541	.003	38
Sullivan139	68.5	1			41.1	1	1.00	7.44			1				-		3,652	.031	60
Sumner	31.6		1		14.8			3.75		3,732	1		6,574		7000	1		.010	1
Tipton143		1.00			12.5			4.70		3,742		1	6,204						
Trousdale141	5.9		1		12.0	72.0		.78		681			1,367		1		5,955 1,577	.008	
Unicol139	13.8	.47	.010	4.2	23.7	40.4	1.90	1.15	12.27	1,728	.23	.003	3,359	.24	.003	244	657	.005	50
Unien140	8.5	.29				00.0		.77					914						1
Van Buren	3.8					62.8		.33		123			300	1		79			
Warren	18.8			3.6	23.5				10.55					1					42
Washington139		1.75	1000	3.8	49.1				16.85		1 -								1
Wayne 141	12.2	40	010	4.0		71 2	1 50	1 12	7 02	801	10	000	1.000	40	000	400			
Wayne141	13.3			4.0	10 0	71.3					1			1					
Weakley			1	3.3		66.1			11,39				6,782				-,		
White141				3.9		65.5					1			1					
Williamson141	24.6	1		3.6		71.9			13.30		1			1			5,054	.008	42
Wilsun141	24.7	.85	.019	3.3	23.5	62.0	3.69	3.01	12.71	3,458	.45	.008	6,143	.43	.005	249	5,034	.008	42
STATE TOTAL	2,918.3		2.228	2.0	28.0	43.6	315.18	399.71		763,651			1,423,700		1.248	488	283,076	1.384	62

For Tennessee City figures, see page 244.

A L A B A M A—County Data

Autauga149	19.1	.66	.015	3.7	12.7	72.0	1.46	3.51	6.44	2,519	.34	. 005	3,869	.31	.003	203	2,331	.005	33
Baldwin	32.8	1.14	.025	3.5		44.5	4.52	3.48	6.04	8,655	1.17	.015	11,654	.92	.010	355	5,499	.013	52
Barbour149	29.8	1.03	.023	3.7	19.2	63.0	2.08	5.57	7.58	5,325	.72	.009	7,258	.58	.006	244	3,136	.007	30
Blbb147	18.5	.64	.014	3.9		51.8	1.58	3.05	8.34	3,361	.45	.006	4,459	.35	.004	241	1,045	.005	36
Blount	29.1	1.01	.022	4.0		78.8	2.96	3.70	7.25	4,079	. 55	.007	4,991	.39	.004	171	4.978	.006	27

Before using these figures, see explanation page 11.

Please do not attempt to use these figures before reading the complete explanation on page 11 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.



I'M ADVERTISING

I SELL automobiles; or that is, I did sell automobiles. Right now I couldn't sell Midas a new coupe if he gave me Fort Knox as a down payment.

So I'm advertising.

Yes, I said I'm advertising. I'm advertising because I've got a real story to tell! Planes—tanks—jeeps—every day I'm turning them out now! The Army is depending on me, the Navy is depending on me, and 130,000,000 Americans are depending on me. You think I'm not going to tell them what we're doing?

You think I'm going to keep quiet about my 200 research men who are planning a post-war car better and cheaper than any we've ever built? You think I'm going to

erase a name it took 20 years to write on the public's mind?

Not any quicker than I'd cancel my insurance because I'm not dead.

I'm advertising and I've chosen radio because my story is so good it ought to be dramatized. Because more people are listening to radio than ever before in history. Because events are changing and my story has to be told fast. Because every dollar counts and radio offers me more for my money I'm advertising!

WSM, a part of the great Fifth Estate,

is proud that as an industry Radio, like so many other industries, makes this Pledge — "To keep everlastingly at it until Victory and Peace are won!"



HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENNESSEI

DAYTIME RADIO IN BIRMINGHAM

C. E. Hooper Reports

	8:00	to 12:00		12:00 to 6:00									
Station	Dec. '42 - Jan.	'43	Feb March '43	Dec. '42 - Jan. '4	43	Feb March '43							
WSGN	38.4	UP TO	45.0	21.0	UP TO	24.2							
"B"	32.6	DOWN TO	30.8	41.7	UP TO	43.6							
"C"	27.3	DOWN TO	20.8	30.9	DOWN TO	25.9							

Every month sees another jump in popularity for WSGN's powerful BLUE NETWORK daytime schedule. There are a few choice periods available.

The News and Age Herald Station WSGN - Birmingham

Represented by Headley-Reed

A L A B A M A—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		POP	ULATIO (Estima		942		TENURE OF HOMES—1940			RETAIL S					YING EST		ME—1942 E	SALES— ADVERTISING CONTROLS	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ity	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Bullock	19.2	.67	.015	3.6	15.7	75.0	1.02	3.65		2,895	.39	.005	3,723			194	1,912	.004	27
Butler149		-			15.6			5.04	7.28	5,597	.76		7,805				2,946	.009	41
Caihoun	72.1				51.4			10.23	5.00	18,764			31,902				-,	. 027	49
Chambers127	41.1			3.8	14.6			7.71	9.09	5,410			8,237	.65			2,716	.011	35
Cherokee	20.3	.70	.015	4.1		85.5	1.48	2.94	9.31	2,251	.30	.004	3,317	. 27	.003	164	3,995	.004	27
Chilton147	24.1	. 83	.018	3.8	14.2	67.6	2.65	3.94	10.42	5,236	.71	.009	7,028		.006	292	2,761	.008	44
Choctaw	19.1	. 66	.015	3.9		77.9	1.98	2.60	4.14	2,182	. 29	.004	3,046	.24	. 003	160	1,832	.005	33
Clarke164	26.4	.91	.020	3.8		63.9	3.23	3.15	6.18	6,042	. 82	.011	8,247	. 65		1	1,766	.008	40
Clay147	15.4	.53	.012	3.9		77.7	1.78	2.09	7.91	2,416	.33	.004	3,245		.003	211	1,896	.003	25
Cleburne147	12.9	.45	.010	4.1		73.6	1.27	1.73		2,422	.33	.004	3,085	. 24	.003	239	1,227	.005	50
Coffee	30.9	1.07	.024	4.0	13.6	71.3	2.14	5.18	10.03	4,874	.66	.009	7,223		.006	234	4,161	.007	29
Colbert					39.4			5.56		8,898		.016	12,915	1.02	.011	357	2,782	.013	1 .
Conecuh149			1			77.9		3.28		3,271	.44	.006	4,440	.35	.004	177	2,417	.005	
Coosa147	12.6	.44	.010	4.0		72.8	1.16	1.81	6.99	1,314	.18	.002	1,741	.14	.002	138	1,159	.003	
Covington	38.4	1.33	.029	3.8	30.8	56.9	3.42	6.55	9.24	10,793	1.46	.019	14,973	1.19	.013	390	3,583	.015	52
Crenshaw	20.3	.70	.016	3.7		76.1	1.79	3.82	6.22	3,446	.47	.006	5,014	.40	.004	246	2,666	.006	38
Culiman			1		10.7			5.66		10,042			13,598	1.09	.012	303		.013	
Dale149		.78	.017	3.9	15.9	71.3	1.87	3.46	8.67	2,698	.37	.005	4,172	.33	.004	185		.005	1
Dallas149			1		35.8	57.0		11.12	8.77	14,358	1.95	.025	23,089	1.83	. 020	428		.014	1
De Kalb142		1.47	.032	3.9	10.3	79.1	4.57	5.33		6,171	.84	.011	8,495	. 67	.007	200	7,618	1	1
Elmore149	32.8	1.14	.025	3.8	8.9	64.1	2.42	5.34	8.98	5,884	.80	.010	7,970	. 63	.007	243	3,797	.010	40
Escambia164		.97	.021	3.9	21.3			3.78	8.23	8,899	1.21	.016	11,939	.95	.011	424	1,994	.011	1
Etowah148		2.74	.080	3.8	57.7	29.2	5.69	11.51	14.78	25,607	3.47	. 046	36,455	2.89	. 032	461	3,424	.032	
Fayette		.68	.015	4.0	12.3	78.2	2.16			3,795	.51	.007	5,704	.45	. 005	285	2,146	.006	40
Franklin147		. 88	.020	4.1	12.7	69.4	2.40	3.68	9.72	4,244	. 57	.008	6,427	.51	.006	249	2,031	.007	35
Geneva149	27.2	.94	.021	4.0	9.6	68.3	2.18	4.42	9.57	4,653	. 63	.008	6,295	.50	.006	232	3,284	.008	38
Greene						85.0		3.89		2,733	1	.005	3,617	.29	.003	207		.005	1
Hafe						82.2				2,737		.005	4,111	.33	.004	182			
Henry		. 67	.015	4.0		77.3	1.24	3.62	8.05	2,904	.39	.005	4,557	.36	.004	236	3,018		
Houston149		1.50	. 033	3.6	37.7	52.3	3.45	7.71	12.43	13,179	1.79	. 023	18,390	1.46	.016	423	4,454	.016	48
Jackson142	39.4	1.36	. 030	4.2	6.8	67.7	3.72	5.41	10.28	5,812	.79	.010	8,057	.64	.007	204	4,630	.009	30
Jefferson (Birmingham) 147		17.17			69.4	1				191,987			000				.,	.279	
Lamar147			1			80.5						1	4		1	1			
Lauderdale		1		1	32.	1		-				.022		2.40	.027	482			
Lawrence			6			80.1				2,442				.32	. 003	160		.005	
Lee128	38.3	1.33	. 029	3.6	36.0	50.9	2.23	6.50	9.49	9,195	1.25	.016	13,077	1.04	.011	342	2,813	.013	45
Limestone					12.2					5,505	1			1		1	-,	.009	
Lowndes				1		07 4											1	1	
Macon		1	1		14.3	1	1				1	1	1		1	1			
Madison147		2.49		3.9	19.7										1				
Marengo	30.6	1.06	. 023	3.5	11 4	75.3	2.17	6.48	8.72	5,448	.74	.010	7,685	.61	.007	251	2,945	.009	39
Marien						74.0					1						_,_,		1
Marshall		1	1	1	19.0			1	-	-,				1		1			
Mobile (Mobile) 164		1	1	1	59.7	1	1				1	1		1			1		
Monroe			1			74.9			1			1				1			
1104	1	.01	.013	4.0		24.6	1 4.14	7.01	3.31	7,002	.00	.000	1 0,004		.000	-	4,000	1 .000	45

The Money's

Down In

BIRMINGHAM...



86.1c of Every Newspaper Display Advertising Dollar in Birmingham Newspapers, During 1942, Was Spent in

THE NEWS-AGE-HERALD

One medium alone covers the rapidly growing, rich Birmingham market, The Birmingham News-Age-Herald.

That these newspapers produce maximum results . . . that they give complete coverage . . . that they are economical advertising "buys" is proved again by the overwhelming percentage of money spent in them through all advertising classifications.

Payrolls in Birmingham are at all-time highs. More men are at work, and income per family is much higher than ever in Birmingham.

Advertisers spend where results are positive and in proportion to expenditure. The accompanying table bears prima facie evidence that when you enter the Birmingham market, The News-Age-Herald is the only advertising medium needed.

The Birmingham News (THE BIRMINGHAM AGE-HERALD
"THE SOUTH'S GREATEST NEWSPAPERS"
"SUNDAY SUNDAY OPERATION STATION WASH

Of every advertising dollar spent in Birmingham newspapers in 1942, the following amounts were spent in The Birmingham News-Age-Herald:

Retail Display Advertising	85.8c
General Display Advertising	86.3
Automotive Display Advertising	87.4
Financial Display Advertising	90.3
Total Display	86.1

45 36 33

45

NT

In the National Limelight

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser ALABAMA S JOURNAL

MORNING-EVENING-SUNDAY

KELLY-SMITH CO.

National Representatives

New York, Chicago, Philadelphia, Detreit, Beston, Atlanta, San Francisco

MONTGOMERY

ALABAMA

PRESENT ESTIMATED POPULATION

CORPORATE CITY AREA
108,000

CITY ZONE AREA 125,000

These figures do not include the thousands of Air Force and U. S. Supply depot personnel, exact number of which is a military secret.

HEADQUARTERS OF THE ARMY AIR FORCES SOUTHEAST TRAINING CENTER

One of the three Air Forces Training Centers of the United States.

Home of Maxwell and Gunter Fields.

A L A B A M A—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO Estima		42		TENURE OF HOMES—1940			RETAIL SALES—1942 ESTIMATE			EFFECTIVE BUYING INCOME—1942 ESTIMATE						SALES— ADVERTISING CONTROLS	
COUNTY	Total (in thou- sands)	% of State	of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	(in	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index	
Montgomery (Montgomery),149	140.0	4.85	.107	3.2	68.2	21.4	7.58	21.94	13.32	49,084	6.65	.087	100,234	7.95	.088	716	5,302	.062	58	
Morgan	48.6	1.68	.037	3.6	39.9	48.5			12.96	14,163	1.92	. 025	19,857		.017	409		.017	46	
Perry	22.5	.78	.017	3.9		77.1	1.59	4.34	7.95	3,759	.51	.007	4,885	.39	. 004	217	1,980	.006	35	
Pickens	19.3	. 67	.015	3.9		79.2	2.04	A.22	7.90	3,806	.52	.007	4,906	.38	.004	254	2,975	.006	40	
Pike149	29.6	1.02	. 023	3.6	21.7	65.7	2.21	5.55	9.72	7,580	1.03	.014	11,222	. 89	.010	379	3,692	.011	48	
Randolph127	23.8	. 83	.018	4.0	16.3	73.0	2.35	3.43	8.75	3,719	.50	.007	5,305	.42	.005	223	2,513	.006	33	
Russell	36.0	1.25	. 027	3.6	42.9	44.8	2.22	6.32	11.32	5,439	.74	.010	7,357	. 58	.007	205	2,146	.008	30	
St. Clair	31.5	1.09	. 024	3.9	0.1	51.3	2.44	3.84	7.06	5,166	.70	.009	7,032	. 56	.006	223	2,376	.007	29	
Shelby	26.9	. 93	. 021	3.8		45.9	2.57	4.22	7.91	4,691	. 64	.008	7,072	. 56	.006	262	2,112	.010	48	
Sumter145	24.3	.84	.019	3.6		75.8	1.47	4.91	6.13	3,569	. 48	.006	4,987	.40	. 004	205	2,624	.006	32	
Talladega	67.9	2.35	.052	4.0	30.0	43.5	3.14	8.20	11.13	11,504	1.56	.020	15,713	1.25	.014	231	3,139	.016	31	
Tallapoosa147	31.7	1.10	.024	3.8	18.8	50.6	2.28	5.97	10.82	7,881	1.07	.014	10,497	. 83	.009	331	2,763	.011	46	
Tuscaloosa147	76.9	2.66	. 059	3.6	40.3	34.3	5.90	11.57	12.00	22,700	3.08	.040	33,801	2.68	.030	440	4,141	.032	54	
Walker	62.5	2.16	. 048	3.9	14.6	34.6	5.57	9.15	8.41	12,805	1.74	. 023	17,844	1.41	.016	285	2,522	.020	42	
Washington164	13.9	.48	.011	4.1		58.0	1.81	1.75	5.52	1,690	.23	003	2,129	.17	.002	153	1,156	.004	36	
Wilcox147	26.1	.90	.020	3.7		81.3	1.30	4.66	5.25	3,033	.41	. 005	4,901	.39	.004	188	2,417	.006	30	
Winston147	18.0	. 62	.014	4.2		75.0	1.96	2.08	12.99	2,707	.37	.005	3,497	.28	. 003	194	1,685	.004	29	
STATE TOTAL	2,889.0		2.206	3.7	30.2	47.3	226.46	447.36	12.08	737,450		1.307	1,260,900		1.105	436	213,576	1.057	48	

For Alabama City figures, see page 244.

MISSISSIPPI-County Data

Adams165	27.5	1.29	.021	3.0	56.2	29.3	1.80	5.76	10.54	6,970	1.96	.012	12,371	1.93	.011	450	1,479	.012	57
Alcorn	26.0	1.22	.020	3.6	29.0	55.4	2.66	4.09	12.94	5,487	1.54	.010	9,968	1.55	.009	384	2,273	.008	40
Amite166	20.0	.94	.015	3.8		82.7	2.11	2.92	7.98	1,368	.38	.002	2,396	.37	.002	120	3,669	.003	20
Attala143	28.2	1.32	.022	3.8	14.2	72.0	2.93	4.01	8.90	4,067	1.14	.007	7,020	1.09	.006	249	3,748	.007	32
Benton143	9.5	.47	.007	3.9		89.1	.74	1.64	8.25	401	.11	.001	799	.12	.001	84	1,388	.001	14
Bolivar143	66.7	3.13	. 051	3.2	6.2	76.4	2.78	15.35	9.27	10,444	2.94	.019	18,520	2.88	.016	278	21,556	. 021	41
Calhoun143	19.8	.93	.015	3.8		74.0	1.99	2.93	8.46	1,732	.49	.003	3,451	.54	.003	174	2,500	.004	27
Carroll143	17.6	. 83	.013	3.8		89.3	1.22	3.52	7.63	1,208	.34	.002	2,464	.38	.002	140	3,524	.003	23
Chickasaw143	20.1	.94	.015	3.7		71.2	1.64	3.45	8.69	2,035	.57	.004	4,101	.64	.004	204	2,255	.005	33
Choctaw143	12.4	.58	.009	4.0		80.7	1.61	1.40	8.65	1,021	29	.002	1,990	.31	.002	160	1,457	.003	33
Claiborne144	12.4	.58	.009	3.2	21.5	70.4	.88	2.51	8.96	1,727	.49	.003	3,349	.52	.003	270	1,753	.004	44
Clarke	18.9	.89	.014	3.8		65.6	2.42	2.38	7.06	1,999	.56	.004	4,088	.64	.004	216	1,832	.005	36
Clay143	18.1	.85	.014	3.4	29.6	64.5	1.61	3.09	8.47	2,734	.77	.005	4,856	.76	.004	268	2,010	.005	36
Coahoma143	49.5	2.32	.038	3.0	25.2	66.8	1.78	11.75	12.90	9,937	2.80	.018	18,100	2.82	.016	365	12,986	.017	45
Copiah144	32.7	1.53	. 025	3.6	17.6	68.8	2.85	5.40	7.60	4,737	1.33	.008	8,451	1.32	.007	259	4,897	.009	36
Covington144	16.4	.77	.013	4.0		81.8	1.96	1.83	8.50	1,744	.49	.003	3,540	.55	.003	216	2,742	.004	31
De Seto	27.8	1.31	.021	3.5		88.9	1.28	5.40	7.97	2,344	.66	.004	4,797	.75	.004	173	6,791	.006	29
Forrest145	44.6	2.09	.034	3.4	80.2	19.6	4.23	4.87	11.42	11,033	3.10	.020	21,450	3.34	.019	481	1,447	.017	50
Franklin168	10.8	.51	.008	3.6		63.7	1.22	1.84	5.75	1,079	.30	.002	2,328	.36	.002	215	1,510	.003	38
George164	8.5	.40	.006	4.0		62.3	1.30	.65	11.17	1,255	.35	.002	2,305	.36	.002	272	755	.002	33
Greene	8.4	.39	.006	4.2		54.3	1.27	.77	4.78	903	. 25	.002	2,295	.36	.002	274	845	.003	50
Grenada	18.5	.87	.014	3.7	30.6	58.9	1.22	3.27	9.40	3,155	.89	.006	5,439	.85	.005	294	1,906	.005	36

			LATIO!		42			NURE OF MES-194		RETAIL S					EST		ME1942 E	ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quali of Mark Inde
Hancock166	10.4	.49	.008	3.6	36.5	20.2	1.90	.90	8.86	1,589	.45	.003	2,905	.45	003	279	553	.004	50
Harrison (Biloxi-Gulfport) 166	46.0	2.16	. 035	3.3	70.9	9.6	6.27	6.75	12.52	13,939	3.92	. 025	25,435	3.96	.022	553	1,079	. 023	66
Hinds (Jackson) 144	115.3	5.42	.088	3.4	57.9	30.8	8.15	18.78	19.00	47,434	13.34	.084	77,283	12.03	. 068	670	6,393	. 057	65
Holmes143	38.5	1.81	.029	3.5	13.7	73.7	2.46	7.08	8.80	5,091	1.43	.009	9,719	1.51	.009	253	7,083	.010	34
Humphreys143	25.6		.020		14.4	1		5.50				.005	5,582		.005		7,132	.007	35
Issaquena143	5.7	.27	.004	3.0		93.8	1	1.51	10.00	361	.10		769	.12	.001	1	2,057	.001	25
Itawamba	14.6		.011	4.0		91.2		2.56	8.84	909			1,843		.002		2,561	.002	
Jackson164	27.6		.021		43.4			2.26		3,751			6,295		.006	-	932	.008	
Jasper	19.2		.015			84.3		2.11	6.67	1,723		.003	3,081	.48	.003			.004	
Jefferson	13.0	1	.010			82.9		2.63	6.05	1,374		.002	2,458	.38	.002		1,853	.003	.30
Jefferson Davis	15.5		.012		47 4	89.2		1.94	6.24	1,541	.43	.003	2,803		.002		3,122	.004	33
Jones145	51.1		.039		47.1			6.51	10.60	10,515		.019	19,162		.017		4,081	.017	44
Kemper145	18.4	.86	.014	4.0		82.0	1.73	3.01	4.28	1,406	.40	.002	2,746	.43	.002	149	2,357	.003	21
Lafayette143	20.8	.98	.016	3.6	16.1	74.4	1.85	3.31	13.63	2,918	. 82	.005	5,460	.85	.005	263	2,432	.005	31
Lamar	12.2	. 57	.009	3.8		61.4	1.61	1.24	5.18	898	. 25	.002	1,822	.28	.002	149	1,441	.003	33
Lauderdale145	59.2	2.78	. 045	3.3	60.9	29.8	5.46	9.43	12.28	15,783	4.44	.028	26,764	4.17	.023	452	2,518	.024	53
Lawrence144	13.3	. 62	.010	4.0		78.3	1.56	1.61	6.66	1,404	.39	.002	2,464	.38	.002		2,145	.003	30
Leake	23.1	1	.018			80.6		2.96		2,734		.005	4,817	.75	.004			.006	
			-						40.				40.00			-			
Lee143	35.9		.027		21.1	1							13,645		.012		3,987	.012	
Leflore143	51.4	1	. 039		27.7			12.22		11,966		.021	20,209		.018		13,137	.020	
Lincoln	26.6	4	.020		22.7			3.46		4,605			7,820	1	. 007		3,401	.008	
Lowndes143		1.79	. 029		38.7			6.31	9.33	7,101			11,793		.010			.011	38
Madison143	36.6	1.72	. 028	3.6	16.0	73.2	1.97	6.89	9.30	4,083	1.15	.007	7,367	1.15	.006	201	5,632	.008	29
Marion166	22.6	1.06	.017	3.7	25.2	62.9	2.83	2.79	8.97	3,979	1.12	. 007	7,328	1.14	.006	324	3,152	.008	47
Marshall	26.1		.020		10.8			4.38					4,377	.68	.004		3,097	.005	1
Monroe	35.0	1	. 027	3.7	22.5			5.93					9,363			1	4,661	.008	1
Montgomery	14.7		.011		16.1			2.31	9.04				3,738			-		.004	
Neshoha145		1.26	. 021		13.3			3.46					6,184						
Newton		1.02	.017			73.9		1	8.90				5,484			1			1
Noxubee	22.6		.017			82.3		4.54		2,664			4,931	.77	.004				
Oktibbeha	23.5		.018		22.1	1	1			3,084		.005	5,663		.005	1	2,540	.006	1
Panola	33.3 18.1		.025	1	20 0	78.2			9.37	4,961		.009	7,227			1		.010	1
Pearl River166	10.1	. 65	.014	3.7	26.8	39.1	2.43	2.21	1.10	3,606	1.01	.000	6,684	1.04	.006	369	1,651	.008	31
Perry164	7.7	.36	.006	4.1		59.9	1.22	.85	6.09	785	. 22	.001	1,489	.23	.001	194	969	.002	33
Pike166	33.6	1.58	.026	3.5	28.3	44.6	3.95	4.70	11.46	7,409	2.08	.013	12,474	1.94	.010	371	2,736	.013	50
Pontotoc	20.3	.95	.015	3.8		83.3	2.21	3.25	9.88	1,959	.55	. 003	3,899	.61	. 003	192	3,326	.004	27
Prentiss143	19.8	.93	.015	3.7		76.4	1.93	3.07	8.42	2,334	. 66	.004	4,698	.73	.004	238	2,453	.004	27
Quitman143	26.8	1.26	.021	3.3		85.1	.97	5.92	10.60	2,761	.78	.005	4,992	.78	.004	186	8,562	.006	29
Pankin 144	27.4	1.29	001	2 4		02.1	0.40	2.04	10.10	0.000		002	4.000	63	004	140	4 200	000	29
Rankin		1.08	.021		11.8			2.55	10.12			1							
Scott					11.0	82.7								1	1		-,		
Simpson		1.02				74.5								1	1				
Smith145		1		4.1			1								-	1	1		
	11107					1				,,,,,									
Stone	5.9	.28	.004	3.7		42.6	.92	.58	5.94	1,034	. 29	.002	2,045	.32	.002	348	488	.002	50
Sunflower143	61.4	2.88	. 047	3.4	5.9	83.2	1.52	13.37	12.30	7,430	2.09	.013	15,309	2.38	.013	249	19,428	.015	32
Tallahatchie		1, 57	. 026	3.4		83.1	1.26	7.34	8.88	3,087	.87	.005	6,137	.96	.005	184	9,093	.007	
Tate143		. 84	.014	3.5		84.6	1.12	3.57			. 57								
Tippah	18.5	.87	.014	3.9		78.5	1.84	2.73	8.84	1,814	.51	.003	3,714	. 58	.003	201	2,530	.004	29
Tishaminga 142	16 2	70	013	20		75 (1 00	2.00	0.50	1 122	20	000	2 270	25	000	140	1 747	003	22
Tishomingo				3.8									1						
Union					10 1	. 88.0 5 73.1		1									1		
Walthall			1		1	00			12.1										
Warren			1		61.	8 23.			10.9		3 2.87	1				1		1	
		1		1	1	-	1	1	1	10,20	1		1			1	-		
Washington143	64.2			1	36.	4 53.	3.90	15.17	12.5	14,62	1 4.11								
Wayne145	15.5			4.1		. 69.	1.95	1.75	6.1	1,64	1 .4				.00				
Webster143		. 59	.010	3.8		. 78.	1 1.54	1.78	8.9	1,99	0 .50	.004	3,600			3 28	1,70	.00	
Wilkinson	17.0	.80	.013	3.6			9 1.07	2.74	6.1	2,40	3 .6	.004	4,419	. 69	.00	4 26	1,63	.00	7 54
Winston145	21.5	1.01	.016	4.0	15.	2 75.	9 2.46	2.59	10.1	2,54	4 .7	.00	4,74	.74	.00	4 22	2,65	7 .00	5 31
Yalahurina 440	40		000		40	0						000				4 000	4.00	2 00	
Yalobusha143																			
Yazoo143	40.	0 1.88	.03	3.5	18.	1 71.	5 2.20	7.6	2 11.7	5,58	7 1.5	.010	9,77	7 1.52	.00	9 24	7,76	.01	3
0.00		-			19.	8 64.	1 178.1	2 356.84	44.0	5 355,50		63	642,20	0	56	3 30	2 324,32	5 .63	9 39
STATE TOTAL	2,129.			8 3.5															

For Mississippi City figures, see page 246.

Before using these figures, see explanation page 11.

MAY 10, 1943

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East South Central States—City Data

KENTUCKY-City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL	SALES-				EFFECT		D ES			1942
CITY	COUNTY	Total	96	%	Dollars	%	%			TORE GI	doilars)		Dollars	%	%		Per Cap	ita
		(in thou- sands)	of State	U.S.A.	(in thousands)	of State	u.S.A.	Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in thousands)	of State	U.S.A.	Doll- ars	Ratio to State	Ratio U. S. A
Athland	Boyd	32.0	1.16	. 024	14,740	2.11	.026	3,374	2,018		831		22,657	1.84	.020	708	158	81
Bowling Green	Warren	14.5	.53	.011	9,813	1.41	.017	1,793		697	473		8,016	. 65	.007	553	124	63
Covington	Kenton	65.0	2.36	. 050	28,983	4.16	.051	9,545	2,675		3,023	1,297	60,226	4.89	.053	927	207	106
Danville	Boyle	6.7	.24	.005	5,816	. 83	.010	1,183	1,182	310	271		7,045	. 57	.006	1,051	235	121
Frankfort	Franklin	14.0	.51	.011	8,511	1.22	.015	2,337	1,006	673	654	328	5,814	. 47	.005	415	93	48
Henderson	Henderson	15.8	. 58	.012	6,048	.87	.011	1,584			273		7,825	.64	.007	495	111	57
Hopkinsville	Christian	13.8	.50	.011	7,446	1.07	.013	1,432	1,387	385	460	277	7,990	. 65	.007	579	130	66
Lexington	Fayette	46.3	1.68	. 035	46,750	6.71	.083	8,416	7,108	5,778	2,698	2,747	56,550	4.60	.049	1,221	273	140
Louisville	Jefferson	348.3	12.66	. 266	209,500	30.05	.372	48,229	29,733	24,901	16,005	11,347	399,967	32.50	.351	1,148	257	132
Madisonville	Hopkins	8.4	.31	. 007	5,941	. 85	.011	1,258	693		210	181	5,948	.48	.005	708	158	81
Mayfield	Graves	8.6	.31	. 007	5,934	.85	.011	1,202	673	525	181		6,217	.51	.005	721	161	83
Maysville	Wason	4.4	.16	. 003	5,594	.80	.010	1,166		643	483	195	4,472	. 36	.004	1,026	230	118
Newport	Campbell	30.6	1.11	. 023	16,904	2.43	. 030	5,833	988	1,339	1,668	827	26,033	2.11	.023	850	190	98
Owensboro	Daviess	34.0	1.23	. 025	17,558	2.53	.031	3,337	2,816		996	899	22,585	1.84	.020	664	147	76
Paducah	McCracken	37.0	1.35	. 028	18,555	2.65	.033	4,046	2,761	2,256	977		29,229	2.37	. 026	790	177	91
TOTAL ABOVE CIT	IES	679.4	24.69	. 518	408,093	58.54	.724	94,935	53,018	37,510	29,203	18,098	670,574	54.48	. 588	987	221	113
STATE TOTAL		2,750.9	1	2.102	697,060		1.236						1,230,660		1.079	448		51

^{†1940} Census. *Withheld to Avoid Disclosure.

For Kentucky County figures, see pages 232, 234, 236.

TENNESSEE—City Data

§Bristol	Sultivan	16.0	.54	.012	7,772	1.02	.014	1,531	•	679	198	280	8,246	. 58	.007	515	106	59
Chattanooga	Hamilton	140.0	4.80	.107	83,600	10.95	.148	18,912	11,488	8,496	5,612	3,131	152,628	10.72	.134	1,090	223	125
Clarksville	Montgómery	15.0	.51	.012	6,464	. 85	.012	1,236		478	228		9,504	. 67	.008	634	130	73
Cleveland	Bradley	11.0	.38	.008	5,486	.72	.010	1,237	478	438	286		8,413	. 59	.007	765	157	88
Columbia	Maury	10.9	. 37	.008	7,194	.94	.013	1,509	871	568	271	1	9,187	. 65	.008	843	173	97
Dyersburg	Dyer	12.0	.41	.009	6,865	.90	.012	1,377	600	658	294	228	8,299	. 58	.007	692	142	79
Elizabethton	Carter	13.2	.45	.010	5,344	.70	.009	961		262	149		5,163	. 36	.005	391	80	45
Greeneville	Greene	6.8†	.23	.005	5,284	. 69	.009	869		379	199	•	4,025	. 28	.004	593	122	68
Jackson	Madison	30.9	1.06	.024	14,455	1.89	026	3,033	2,413		707	494	17,382	1.22	.015	563	115	65
Johnson City	Washington	27.8	.95	. 021	15,121	1.98	. 027	2,872	•	•	669	•	12,083	. 85	.011	435	89	50
Kingsport	Sullivan	14.4	.49	.011	12,138	1.59	. 022	2,121	2,278	653	365	375	6,929	.49	.006	481	99	55
Knoxville	Knox	114.9	3.94	. 088	70,150	9.19	.124	14,437		5,263	4,226	2,915	105,128	7.38	.092	915	187	105
Maryville	Blount	6.3	. 22	.005	5,883	.77	.010	1,081		78	246	265	6,068	.43	.005	963	197	111
Memphis	Shelby	311.0	10.66	. 238	206,400	27.03	366	35,359	58,045	•	11,336	9,272	317,387	22.29	.278	1,021	209	117
Murfreesboro	Rutherford	9.5	.33	.007	6,289	. 82	.011	1,171		•	270	258	8,668	.61	.008	913	187	105
Nashville,	Davidson	176.8	6.06	. 135	109,600	14.35	.194	22,070	14,832	12,707	6,705	5,055	215,450	15.13	.189	1,219	250	140
TOTAL ABOVE CIT	IES	916.5	31.40	.700	568,045	74.39	1.007	109,776	91,005	30,659	31,761	22,273	894,560	62.83	.784	976	200	112
STATE TOTAL		2,918.3		2.228	763,654		1.354						1,423,700		1.248	488		56

[§]See also Bristol, Va. †1940 Census.

For Tennessee County figures, see pages 236, 238.

A L A B A M A-City Data

Anniston	Calhoun	33.0	1.14	.025	11,321	1.54	.020	2,667	1,936	955	488	440	19,405	1.54	.017	588	135	68
Bessemer	Jefferson	22.81	.79	.018	10,528	1.43	.018	2,864	1,162	763	446	375	18,501	1.47	.016	811	186	93
Birmingham	Jefferson	296.0	10.24	.226	175,494	23.80	.311	31,289	29,840	18,808	10,275	5,722	263,297	20.88	.231	890	204	102
Cullman	Culiman	5.11	.18	.004	5,344	.72	.009	452	1,077	194	238	183	4,205	.33	.004	825	189	95
Decatur	Morgan	19.9	.69	.015	7,726	1.05	.014	1,450	783	611	232	292	13,173	1.05	.011	662	152	76
Dethan	Houston	23.5	.81	.018	7,470	1.01	.013	1,237	993		265	258	13,019	1.03	.011	554	127	64
Florence	Lauderdale	20.2	.70	.015	8,606	.90	.012	1,301	1,487	387	191	188	11,481	.91	.010	568	130	65
Gadsden	Etowah	42.0	1.45	.032	15,730	2.13	.028	2,847	1,773		629	629	27,316	2.17	.024	650	149	75
Huntsville	Madison	17.6	.61	.013	9,783	1.33	.017	1,666	*		571	337	9,210	.73	.008	523	120	60
Mobile	Mobile	125.0	4.33	.096	69,206	9.39	.123	14,009	10,975	6,920	5,280	3,813	113,884	9.03	.100	911	209	105
Montgomery	Montgomery	100.0	3.46	.076	44,350	6.01	.079	7,672	6,894		3,289		79,626	6.32	.070	796	183	91
Selma	Dallas	19.8	. 69	.015	9,472	1.28	.017	1,881	•	597	453		14,995	1.19	.013	757	174	87
Tuscaloosa	Tuscaloosa	27.5	.95	.021	11,074	1.50	.020	2,204	1,704	1,091	492	•	20,348	1.61	.018	740	170	85
TOTAL ABOVE CIT	IES	752.4	26.04	.574	384,104	52.09	.681	71,539	58,624	30,326	22,849	12,237	608,460	48.26	.533	809	186	93
STATE TOTAL		2,889.0		2 206	737,450		1.307						1,260,900		1.105	436		50

^{*}Withheld to Avoid Disclosure, †1940 Census.

^{*}Withheld to Avoid Disclosure,

For Alabama County figures, see pages 238, 240, 242.

lefore using these figures, see explanation page 1



The whole world comes to Memphis for hardwoods. Memphis mills in peace time ship regularly to every part of the globe. And likewise from everywhere special hardwoods come in to Memphis' immense woods fabricating factories which manufacture an infinite variety of finished wood products. Today Memphis industries are doing a tremendous war time job. And in the morrow of peace they will be a stabilizing factor in Memphis' permanent and solid prosperity.

II.

page 11.

MENT



More than a thousand sawmills in the Memphis area supply the world with hardwood. Hardwoods from Memphis are used everywhere in today's homes for beautiful treatments of floors, walls, ceilings, panels and moldings. Tremendous Opportunity for Permanent Sales Gains in

MEMPHIS—world's largest hardwood lumber center!



Memphis is one of the world's greatest woodworking centers, with plants for manufacturing almost every conceivable thing made of wood—from furniture to coffins, from axe handles to fruit crates. Memphis has the world's largest hardwood flooring plants.



The lumber industry is another reason why Memphis is a splendid market for permanent sales gains. And every advertising schedule should include The Memphis Press-Scimitar—one of America's finest evening papers.



The Press-Scimitar and The Commercial Appeal are the two great Scripps-Howard newspapers serving Memphis. Represented by the National Advertising Department of Scripps-Howard Newspapers. MEMPHIS PRESS-SCIMITAR

MAY 10, 1943

			LATIO 1942 timated					RETAIL	SALES-				EFFECT		EST			1942
CITY	COUNTY	Total	% of	%	Dollars	%	%			TORE G			Dollars	% of	%	-	Per Capi	ita
		(in thou- sands)		of	(in thousands)	of	u.S.A.	Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in thousands)		of	Doll- ars	Ratio to State	Ratio U. S. A
Biloxi	Harrison	22.0	1.03	.017	5,241	1.47	.009	1,273	805	292	350	252	11,394	1.77	.010	518	172	59
Ciarkedale	Coahoma	13.0	.61	.010	7,273	2.04	.013	1,244	905		325	262	12,549	1.95	.011	965	320	111
Columbus	Lowndes	17.3	.81	.013	6,442	2.81	.010	1,222		598	271		11,056	1.67	.008	639	212	74
Greenville	Washington	25.0	1.17	.019	10,052	2.83	.018	2,110	1,303	728	239	340	13,475	2.10	.012	539	178	62
Greenwood	Leflore	18.5	.87	.014	9,512	2.68	.017	1,775	1,075	844	342	351	12,508	1.95	.010	676	224	78
Gulfport (see Biloxi)	Harrison	30.0	1.41	.023	7,142	2.01	.013	1,469	828	614	375	344	12,626	1.97	.011	421	139	48
Hattiesburg	Forrest	21.0	.99	.016	10,649	3.00	.019	2,018	1,705	856		342	17,892	2.79	.016	851	282	98
Jackson	Hinds	73.7	3.48	.056	36,500	10.27	.065	6,198	6,535	3,912	1,904	1,610	67,150	10.46	.059	911	302	105
Laurel	Jones	23.0	1.08	.018	9,382	2.64	.017	1,875			399	306	15,605	2.43	.014	678	225	78
Meridian	Lauderdale	40.0	1.88	.031	15,375	4.32	.027	3,173	•	1,938	648	588	25,918	4.04	.023	648	215	74
Natchez	Adams	16.2	.76	.012	6,830	1.92	.012	1,750	954	758	487	330	12,026	1.87	.011	742	246	85
Tupelo	Lee	8.7	.41	.007	6,055	1.70	.010	890	1,025	413	193	258	6,316	.98	.005	726	240	83
Vicksburg	Warren	29.0	1.36	.022	10,067	2.83	.017	2,790	1,403	977	563	240			.020	778	258	89
TOTAL ABOVE CIT	IES	337.4	15.84	.258	140,520	40.52	.247	27,787	16,538	11,930	6,096	5,221	241,079	37.49	.210	715	237	71
STATE TOTAL		2,129.6		1.626	355,508		.630						642,200		. 563	302		. 35

†1940 Census.
*Withheld to Avoid Disclosure.

For Mississippi County figures, see pages 242-243.

Before using these figures, see explanation page 11.

West North Central States—County Data

MINNESOTA—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat		42			NURE OF		RETAIL S			EFFECTIV		YING EST			SAL ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Aitkin95	16.7	.62	.013	3.4		70.9	3.18	1.49	15.78	3,601	.31	.006	5,893	.27	.005	353	4,549	.010	77
Anoka95	22.2	.83	.017	3.4	55.5	32.0	3.62	1.85	24.54	4,739	.41	.008	7,330	.34	.006	330	4,186	.010	59
Becker	25.6	.95	.019	3.6	18.9	58.1	4.04	2.41	17.47	5,969	. 52	.011	10,031	.47	.009	393	7,148	.014	74
Beltrami 95	24.1	.90	.018	3.5	36.1	42.9	4.60	2.05	17.31	8,353	.72	.015	12,806	.60	.011	532	3,688	.017	94
Benton95	15.0	. 56	.011	4.0	35.6	50.3	2.26	1.39	21.61	4,175	. 36	.007	6,668	.31	. 006	443	4,988	.011	100
Big Stone95	9.4	.35	.007	3.7		49.9	1.17	1.41	20.15	4,115	.36	.007	6,660	.31	.006	707	5,649	.009	129
Blue Earth95	35.2	1.31	.027	3.3	43.2	39.4	5.49	4.17	27.60	17,968	1.56	.032	28,150	1.31	.025	801	15,200	.029	107
Brown95	24.5	.91	.019	3.5	45.7	38.9	4.04	2.43	23.02	9,881	.86	.018	15,673	.73	.014	640	12,508	.019	100
Cariton93	23.0	.86	.017	3.5	30.2	45.2	4.53	1.54	21.58	7,070	.61	.013	10,856	.51	.010	472	3,943	.019	112
Carver	16.6	.62	.013	3.7		56.3	2.87	1.48	21.46	5,117	.44	.009	8,168	.38	.007	491	9,050	.012	92
Cass95	19.2	.72	.015	3.5		53.8	3.59	1.55	13.93	3,831	. 33	.007	6,147	.29	.005	320	3,520	.011	73
Chippewa	15.3	. 57	.012	3.6	30.8	48.9	2.21	2.08	23.49	6,824	.59	.012	10,591	.49	.009	694	9,347	.012	100
Chisago	12.3	.46	.009	3.3		63 0	2.36	1.27	16.86	3,326	.29	.006	5,625	.28	. 005	458	5,273	.009	100
Clay	25.3	.95	.019	3.6	37.5	39.0	3.24	2.98	24.89	8,766	.76	.016	15,478	.72	.014	611	9,519	.019	100
Clearwater95		.40	.008	3.6		72.5	2.02	.77	14.03	2,182	.19	.004	3,246	.15	. 003	305	3,190	.006	75
Cook93	2.5	.09	.002	3.2		25.4	.58	.24	12.44	929	.08	.002	1,338	.06	.001	536	166	.003	150
Cottonwood	15.2	. 57	.012	3.7	17.4	56.8	2.34	1.67	22.47	5,253	.46	.009	8,336	. 39	.007	549	14,037	.010	83
Crow Wing95	28.8	1.07	.022	3.4	49.7	31.1	5.03	2.85	20.59	11,019	.96	.020	17,310	.81	.015	601	3,071	.025	114
Daketa95	40.8	1.52	.031	3.6	58.6	27.4	6.03	3.59	28.58	12,154	1.05	.022	22,098	1.03	.019	542	9,402	.027	87
Dodge95	12.0	.45	. 009	3.5		63.2	1.86	1.48	20.35	3,053	. 27	. 005	5,127	.24	.005	427	7,330	.007	78
Douglas	19.3	.72	.015	3.5	24.8	57.0	3.23	2.05	21.29	6,733	. 58	.012	10,014	.47	.009	518	7,868	.013	87
Faribault95	23.1				15.5	51.7			22.26	8,719	1				.012	-	18,985		106
Fillmore95	24.4		.019			56.7		2.87		6,828	1					1	12,598		74
Freeborn	30.0		.023	3.6	38.4	44.1	4.64	3.56	26.44	11,987	1	.021	20,738		.018	1	16,258	.023	100
Goodhue95	30.1			3.4	31.6		4.88					.021	18,893				12,501	.024	104
Grant95	9.2	.34	.007	3.6		63.3	1.30	1.17	18.80	3,109	. 27	.006	4,963	.23	.004	539	7,432	.006	86

Before using these figures, see explanation page 11.

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 11 and following pages.

With your aid we shall be

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If you live in the Metropolitan Area, address

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Street. Package labels and the Quarterly Review
will be sent you for your dollar.

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MAY 10, 1943

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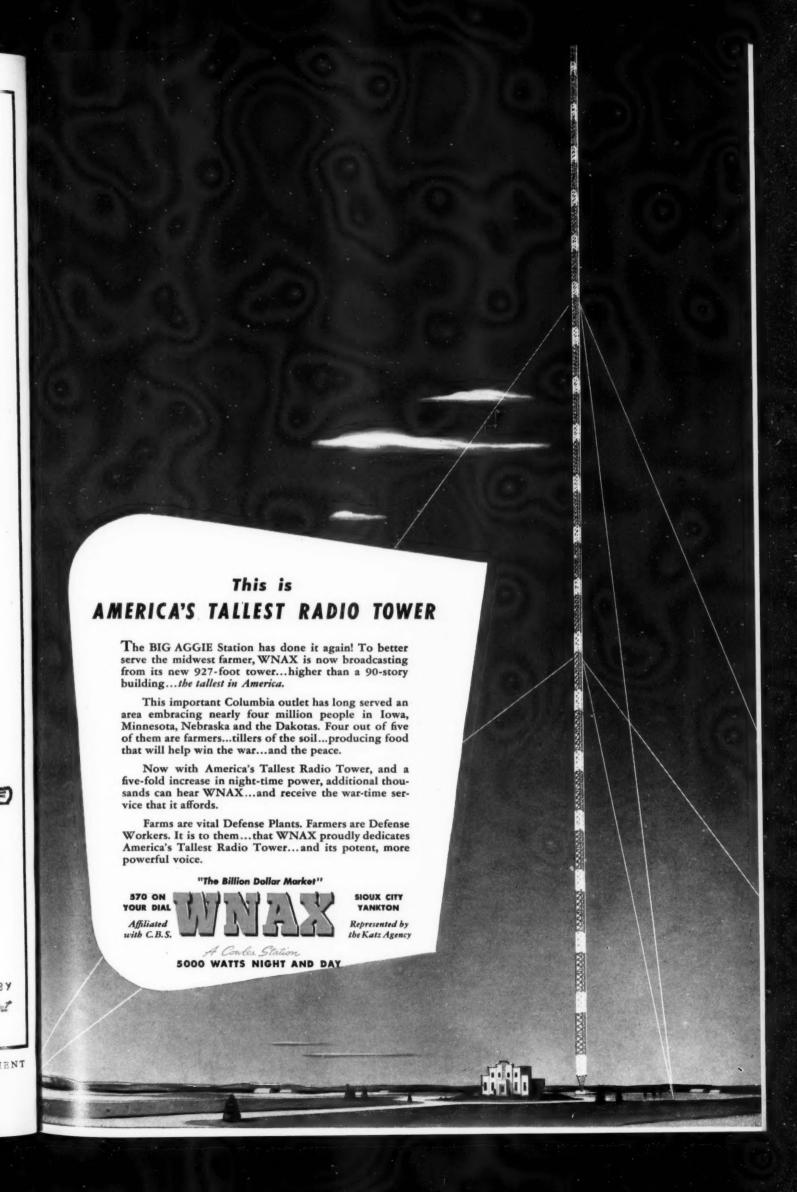
[247]

TRADING AREAS of WEST NORTH CENTRAL STATES



- Largest Trading Areas
- Other Important Trading Centers

Sales Management





MINNESOTA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO Estima		142			NURE OF MES-194		RETAIL S	ALES-		EFFECTI	SAL BU		INCO		ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ity	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Hennepin (Minneapolis)95	560.4	20.94	.428	3.1	91.9	3.4	72.95	89.23	32 98	333,849	28.93	. 592	733,271	34.15	.643	1,309	13,294	.626	146
Heusten95	13.8	.52	.010	3.6		58.1	2.31	1.47	18.28	3,668	.32	.007	6,184	.29	.005	448	6,606	.007	70
Hubbard	10.5	.39	.008	3.4	23.8	60.0	1.87	1.00	15.35	2,646	.23	.005	4,201	.20	.004	398	2,072	.006	75
Isanti95	11.9	.44	.009	3.5		67.5	1.98	1.14	22.04	2,993	. 26	. 005	4,703	.22	.004	397	3,943	. 007	78
Itasca93	31.4	1.17	.024	3.5	14.8	40.8	5.79	2.68	21.19	9,414	.82	.017	14,752	.69	.013	470	3,414	. 023	96
Jackson95	16.1	.60	.012	3.7	16.9	63.9	2.40	1.78	22.88	4,603	.40	.008	7,865	.37	.007	489	16,665	.010	83
Kanabec	9.5	.36	.007	3.5		78.0	1.66	.84	20.08	2,232	.19	.004	3,391	.16	.003	356	3,214	. 005	71
Kandiyehi	25.8	.96	.020	3.6	28.7	47.5	3.41	2.90	25.86	9,193	.80	.016	14,024	. 65	.012	544	12,773	.017	85
Kittsen95	9.8	. 37	.007	3.8		62.9	1.74	.79	16.22	3,343	. 29	.006	5,333	. 25	. 005	545	7,416	.007	100
Koochiching	16 7	. 62	.013	3.2	33.2	36.8	3.01	1.48	19.64	5,761	. 50	.010	8,403	.39	.007	503	1,897	.012	92
Lac qui Parle	14.6	.55	.011	3.8		61.8	1.72	2.00	21.73	4,009	.35	.007	6,384	.30	.006	436	10,903	.008	73
Lake	6.3	.24	.005	3.0	58.2	23.0	1.50	.59	20.16	3,033	.26	.005	4,842	.23	.004	765	341	.007	140
Lake of the Woods 93	4.9	.18	.004	3.5		63.8	1.16	.35	16.38	1,032	.09	.002	1,616	.07	.001	331	1,700	.003	75
Le Sueur	17.6	. 66	.013	3.4		50.9	3.47	1.68	21.47	5,219	. 45	. 009	8,495	.40	.007	482	8,563	.011	85
Lincoln95	10.3	.38	.008	3.7		67.1	1.44	1.23	17.11	2,465	.21	.004	4,123	.19	.004	400	7,657	.005	63
Lyon95	20.4	.76	.015	3.6	35.6	44.6	2.52	2.82	24.01	9,258		.016	13,904	.65	.012	683		.018	120
McLeed	20.5	.77	.016	3.6	18.2	53.8	3.58	1.90	21.32	7,545	.65	.013	11,724	. 55	.010	572	11,987	.015	94
Mahnomen 95	7.5	.28	.006	4.1		60.8	1.10	.68	11.88	1,469	.13	.003	2,163	.10	.002	287	2,320	.003	50
Marshall	16.9	. 63	.013	4.0		71.0	2.77	1.51	17.62	3,820	.33	.007	6,507	.30	.006	386	9,594	.010	77
Martin95	23.6	.88	.018	3.6	28.3	49.8	3.36	2.90	25.26	9,644	.84	.017	13,239	.62	.012	561	19,820	.017	94
Meeker 95		.70	.014	3.7	20.3	60.3	1	1	21.17	5,531	.48		8,149			1		.011	79
Mille Lacs	15.3	.57	.012	3.4		58.4	2.72	1.41	15.70	4,735	.41	.008	7,469	. 35	.007	488			100
Morrison 95		.96	.020	3.9	22.0	62.3	4.22	2.10	18.88	6,300	.55	.011	9,183	.43	.008	358			70
Mower95	36.5	1.36	.028	3.5	50.7	33.5	5.18		31.38		1	1		1		1	.,		
Murray	14.1	. 53	.011	4.0		67.6	1.85	1.60	21.06	3,692	.31	. 007	6,252	.29	.005	443	13,995	.008	73
Nicollet		. 67	.014	3.6	1	41.7	2.43	1.63	28.89		.34		6,532	1		1		.010	71



WHAT MAKES A NEWSPAPER GREAT?



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"GEE, 236 GOPHERS HAVE GONE TO WAR!"

The University of Minnesota's Golden Gophers have gone to war.

These football heroes, who won five national championships in the last eleven years, are starring throughout the world in the biggest competitive struggle in history. Of the 1942 squad alone, thirty-six men are now in service.

Lt. Col. Bernie Bierman—former head coach—is at the Iowa Naval Pre-flight School helping make Uncle Sam's future flyers the world's best physical specimens.

Lt. Col. Bert Baston—former end coach and World War I hero—is overseas heading up a motor maintenance outfit.

Dale Hanson, 1940 national intercol-

legiate wrestling champion, is missing in the Pacific after a spectacular aviation career . . . George (Sonny) Franck is flying with the Navy . . . Harold Van Every and Vic Spadacinni are with the Army's Second Air Force . . . all-Americans all!

In the Pacific, India, North Africa, Alaska
—on every front—236 wearers of the Minnesota "M" are today wearing the uniform
of Uncle Sam. But wherever these Golden

Gophers may be, one of their standingrequests is for the famous Sports Section of The Minneapolis Star-Journal and Tribune.

Glad to comply is Sports Editor Charles Johnson, who knows how news from home helps fighting men's morale, sees to it that the newspapers get to "M" men.

Emphasizing the will to win,

the need for clean living, and the importance of sports in building character, Sports Editor Johnson and his colleagues have made The Minneapolis Star-Journal and Tribune Sports Section outstanding in the nation—not only as a source of complete sports news—but also as a potent force in moulding fine young Americans.

That is one of the reasons why Minnesota's sons stand out in all branches of the

service. And that is why citizens of Minnesota and the upper Mississippi Valley—where sports are a vital, year-round interest and almost everyone is a sports fan—put so much faith in The Minneapolis Star-Journal and Tribune...an ally in the cause of sportsmanship...a good neighbor and dependable friend.



Charles Johnson

Minneapolis Star-Journal and Tribune

STAR-JOURNAL (evening) + TRIBUNE (morning) Over 300,000 * SUNDAY TRIBUNE Over 350,000

MAY 10, 1943

			LATIO Estimat	ed)	12		HOP	NURE OF MES-194		RETAIL S	ESTIN		EFFECTI		EST			SAL ADVER CONT	TISE
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quali of Mark Indo
Vobles	20.6	.77	.016	3.6	27.9	48.9	2.77	2.49	23.96	8,695	.75	.015	13,107	.61	.011	638	16,986	.016	100
Vorman95	13.2	.49	.010	3.8		64.6	2.07	1.53	17.16	3,680	.31	.007	5,532	.26	.005	421	6,929	.008	80
Dimsted	40.2	1.50	.031	3.4	61.7	27.4	5.38	4.90	33.26	19,859	1.72	. 035	30,607	1.42	.027	762	10,555	.032	103
Otter Tail	51.4	1.92	.039	3.6	20.4	61.0	7.77	5.02	19.41	12,780	1.11	.023	20,679	.96	.018	402	19,908	.027	69
Pennington95	11.8	.44	.009	3.6	46.6	44.3	2.00	1.19	22.68	5,220	.45	.009	8,073	.37	.007	684	3,646	.009	100
Pine95	19.7	.74	.015	3.4		69.0	3.80	1.69	19.03	4,638	.40	.008	6,831	.32	.006	347	6,365	.011	73
Pipestene	12.8	.48	.010	3.6	33.9	44.8	1.72	1.70	21.88	6,026	.52	.011	8,939	.42	.008	699	8,178	.012	
Pelk95	34.0	1.27	.026	3.7	28.3	54.2	5.56	3.62	21.88	11,469	1.00	. 020	17,783	.83	.016	523	16,995	.023	
Pope95	13.3	.50	.010	3.7	18.9	62.2	1.85	1.48	21.86	3,181	.28	.006	4,986	.23	.004	374	6,836	.007	70
Ramsey (St. Paul)95	304.2	11.37	.232	3.2	94.8	1.3	42.19	44.06	31.95	197,905	17.15	.351	385,137	17.94	.338	1,266	3,721	.344	148
Red Lake95	7.2	.27	.006	4.0		65.5	1.13	.57	19.00	1,748	.15	.003	2,593	.12	.002	358	2,809	.003	
Redwood95	21.1	.79	.016	3.8	14.7	57.3	2.95	2.46	23.56	7,344	.64	.013	12,628	.59	.011	597	17,238	.013	1
Renville95	23.4	. 88	.018	3.8		60.5	3.35	2.59	21.53	7,445	. 65		11,276			-	19,780		
Rine95	32.0	1.19	.024	3.4	59.3	32.8	4.52	3.05	26.44	10,270	.89	.018	15,597	.73	.014	488	9,738	.019	79
Rock	10.4	. 39	.008	3.6	28.5	55.5	1.29	1.50	22.57	3,601	.31	.006	5,648	.26	.005	546	9,517	.007	1
Reseau95	14.4	.54	.011	3.8		70.1	2.71	.91	15.27	3,359	.29	.006	5,096	.24	.004	353	7,150	.007	64
St. Louis (Duluth)93	193.2	7.22	.147	3.2	73.7	14.2	32.21	24.41	25.78	91,422	7.92	.162	188,748	8.79	.166	977	8,822	.194	1
Scatt95	15.5	.58	.012	3.7		48.7	2.46	1.21	22.32			.008	7,011			453	1	.010	1
Sherburne95	9.0	.34	.007	3.5	20.9	53.2	1.42	.92	18.99	2,337	.20	.004	3,392	.16	.003	377	3,383	.005	71
Sibley	15.2	. 57	.012	3.8		64.3	2.60	1.44	18.86	4,110	.36	.007	6,989	.33	.006	458	11,596	.009	7!
Stearns	62.9	2.35	.048	4.0	33.1	38.8	8.25	6.04	23.29	20,832	1.81	.037	35,633	1.66	.031	566	16,957	.038	79
Steele95	20.5	.77	.016	3.5	44.0	44.1	2.96	2.04	27.24	7,755	. 67	.014	11,764	. 55	.010	573	10,203	.015	94
Stevens95	10.4	.39	.008	3.8	29.1	54.6	1.27	1.37	25.80	3,840	.33	.007	5,581	.26	.008	536	7,155	.008	100
Swift95	14.5	.54	.011	3.8	17.6	56.4	1.93	1.83	22.31	4,919	.43	.009	7,716	.36	.007	533	8,507	.011	100
Todd95	25.0	.93	.019	3.7	10.8	63.	4.11	2.59	18.77	5,702	.49	.010	9,567	.44	.000	383	10,617	.013	61
Traverse	7.5	.30	.006	3.7		60.	. 89	1.14	20.98	2,489	. 22	.004	3,696	. 17	.003	467	6,942	.004	6
Wabasha95	16.3	. 61	.012	3.4	18.1	45.	2.76	1.84	19.34	5,093	2 .44	.009	8,454	.35	.007	517	8,206	.011	9:
Wadena95	12.3	.48	.009	3.6	22.8	60.	1.87	1.24	19.21	4,304	. 37	.008	6,766	. 32	.000	551	3,219	.010	11
Waseca95	14.2	.53	.01	3.5	28.1	53.			23.92	4,75	. 41	.008	7,970	.37	.00	563	8,607	.010	9
Washington95	26.1	.98	. 02	3.3	36.5	31.	4.75	2.10	25.4	8,25	1 .72	.018	12,483	. 58	.01	478	6,035	.018	8 9
Watonwan95	13.1	.45	.010	3.6	24.	50.	7 2.07	1.48	21.9	5,02	5 .44	.009	7,97	.37	.00	608	10,033	.011	1 11
Wilkln95	10.1	.31	.00	3.9	26.2	56.	3 1.22	1.21	22.6	2,81	1 .24	.008	4,34	. 20	.00	430	7,007	.00	8 7
Winona95	35.9	1.34	. 02	3.3	59.	26.	3 5.98	4.01	26.2	15,000	2 1.30	.020	22,44	1.0	.02	625	8,078	.02	8 10
Wright95				3.5		65.			-	. ,	-		11,63	4 .5	.01	523	12,413	.01	7 10
Yellow Medicine 95	15.2	. 57	.01	3.7		60.	4 2.15	2.05	20.0	4,96	9 .43	.00	8,43	7 .3	.00	7 556	12,831	.01	0 9
STATE TOTAL	2,676.2	2	2.04	3 3.4	49.1	32.	4 402.31	326.04	27.9	1,153,80	4	2.04	2,147,10	0	1.88	2 803	761,69	2.25	8 11

For Minnesota City figures, see page 267.

IOWA—County Data

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Adair100	12.6	.52	.010	3.2		63.8	1.91	1.85	17.57	3,640	.37	.006	6,364	. 35	.006	505	9,684	.008	80
Adams100	9.4	.38	.007	3.1		64.7	1.48	1.45	17.56	2,419	.24	.004	4,391	.24	.004	469	5,804	.006	86
Allamakee90	15.9	.65	.012	3.4	17.3	56.5	2.79	1.71	16.85	5,326	.53	.009	7,268	.40	.006	458	7.721	.010	83
Appanoose100	21.6	.88	.016	3.1	34.7	33.7	3.91	3.06	12.14	6,461	.65	.011	10,951	.60	.010	507	4.735	.014	88
Audubon100	11.4	.46	.009	3.4		63.2	1.63	1.60	18.55	3,667	.37	.007	5,829	.32	.005	513	10,176	.006	67
Benton100	21.3	. 87	.016	3.2	32.2	47.5	3.56	2.87	18.13	7,695	.77	.014	11,320	.62	.010	532	19,562	.015	94
Black Hawk (Waterloo)92	79.8	3.28	.061	3.1	76.4	13.9	12.22	10.40	28.74	45,112	4.53	.080	70,428	3.84	.062	883	14,929	.070	115
Boone100	27.4	1.12	.021	3.2	41.5	40.0	4.29	3.63	21.49	10,300	1.03	.018	15,792	.86	.014	576	16,192	.019	90
Bremer92	17.5	.72	.013	3.3	23.2	51.0	2.83	2.13	23.69	7.222	.72	.013	10,432	.57	.009	595	9,663	.011	85
Buchanan	20.1	.82	.015	3.2	20.7	48.4	2.87	2.48	17.50	5,842	. 59	.010	9,154	. 50	.008	456	11,660	.011	73
Buena Vista97	18.5	.76	.014	3.3	26.6	44.6	2.70	2.78	24.55	8,725	.88	.015	11,702	.64	.010	633	16,920	.015	187
Butler92	16.9	.69	.013	3.2		56.9	2.61	2.37	18.80	5,223	.52	.009	7,959	.43	.007	471	14,552	.010	77
Calhoun100	16.4	. 67	.013	3.3		51.4	2.45	2.41	19.37	6,271	.63	.011	9,591	.52	.008	585	16,364	.012	92
Carroll	21.7	.89	.017	3.5	23.7	45.5	2.96	2.74	21.78	9,148	.92	.016	13,469	.73	.012	620	15,735	.015	88
Cass100	17.8	.73	.014	3.1	31.1	45.9	2.68	2.79	19.03	8,300	.83	.015	11,556	. 63	.010	649	13,646	.015	107
Cedar89	15.9	.65	.012	3.1	14.9	55.3	2.58	2.26	20.58	6,032	.61	.011	9,041	.49	.008	568	16,771	.011	92
Cerro Gordo101	41.5	1.70	.032	3.3	70.3	21.0	5.53	6.16	28.52	22,388	2.25	.040	38,992	2.12	.034	937	13,902	.038	119
Cherokee	18.2	.74	.014	3.4	38.8	43.4	2.11	2.50	22.04	6,809	.68	.012	10,295	. 56	.009	567	19,393	.012	86
Chickasaw90	14.3	.59	.011	3.3	19.3	57.6	2.33	1.78	19.52	4,651	.47	.008	7,426	.41	.007	519	7,879	.009	82
Clarke100	9.4	. 38	.007	3.0	32.1	54.7	1.47	1.58	15.24	2,618	. 26	.005	4,436	.24	.004	473	5,447	.006	86
Clay	16.6	.68	.013	3.3	37.2	46.2	2.24	2.66	23.54	9,210	.92	.016	12,804	.70	.011	774	16,945	.014	108
Clayton90	22.3	.91	.017	3.3		54.5	3.84	2.81	17.45	6,291	.63	.011	9,958	.54	.009	447	13,376	.013	76
Clinton ggl	44.3	1.81	.034	3.2	58.7	25.2	7.02	5.42	26 43	19,440	1.95	035	40,437	2.21	035	912	19.333	.037	109



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Counting Coffee-Noses

IN ST. PAUL

WHAT an insatiable appetite these research organizations have for facts! One of the best and better known in the business came into St. Paul the other day, and spent quite a while enjoying their hobby. Then they came to us and said "You're good!" Here's what they'd found out on coffee, for instance:

The largest selling brand of coffee in St. Paul has for over ten years been an exclusive newspaper advertiser.

The 4 leading brands of coffee in St. Paul are the 4 largest newspaper advertisers and have concentrated their advertising primarily in the St. Paul Dispatch-Pioneer Press to develop this market.

The third largest selling brand came from 9th to 3rd place in three years—an increase of 350% in number of users. This brand has also concentrated its advertising appropriation in newspapers.

Those brands which concentrated their advertising in other media have dropped in sales below the first four places.

Well, this is more a newspaper triumph than merely another success for this paper in particular. Any other good newspaper could have done this great job in its market. If you have a good product and know your copy job, our broad intensive coverage of this rich, one-paper market (with money aching to be spent) will win you St. Paul dominance, and fast.

SEND FOR THIS NEW CUSTOMER SURVEY BOOK

Now send for the entire story on what research uncovered in the fertile St. Paul market. Through it you can check by glance the current consumer acceptance of your product and competing lines in this city of 300,000. Survey lists Brand Preferences, Consumer Changes Due to the War, Radio Station Preferences, Influence of Various Advertising Media. Postpaid and free, on request. Write—or phone.



St. Paul Dispatch - Pioneer Press



RIDDER-JOHNS, INC.

NATIONAL REPRESENTATIVES

DETROIT

ST. PAUL

			JLATIC Estima	ted)	942		НО	NURE OF		RETAIL S					IYING ESTI		ME—1942 :	SAL ADVER CONT	ES- TISIN TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	Űr- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quali of Mark
Crawford	19.4 22.8	.79	.015	3.5	21.2	52.7 40.8	2.63 3.62			6,238 8,710		.011	9,963 14,729		1		17,338 14,126	.012	80
Davis100	10.2	.42	.008	3.1	24.5	62.9	1.73	1.47	15.19	2,314	.23	.004	4,051	.22	.004	399	6,074	.005	
Decatur100	13.3					54.1	2.01	1.96		3,422		.006	5,995		1			.007	70
Delaware90	16.8		.013		20.3					5,158	.52	.009	8,271	.45	.007	493	12,358	.010	
Des Moines	43.6		.033			19.5		11.60		16,904		.030	34,647				9,011	.034	103
Dickinson	11.2	.46	.009	3.3		46.4	1.63	1.67	19.37	4,772	.48	.008	7,133	.39	.006	638	9,663	.009	100
Dubuque90		2.54	.047		1	17.8	7.73	8.19	24.07	28,327	2.84	.050	51,834	2.83	.045	835	11,793	.047	100
Emmet100	12.4		.009		42.2	1			25.27	5,910	.59	. 010	8,435	.46	.007	678	9,697	.010	
Fayette90	27.5		.021	3.3	26.8	1		1		9,940	1	.018	16,388				12,708	.017	81
Floyd	18.8 15.6		.014		43.0			1		7,165 5,625		.013	10,622 7,242		.009		12,790	.013	
							1	2.20	20.55	3,023		.010	1,242	.35	.006	463	18,084	.009	75
Frement	14.4		.011			54.9				2,988		. 005	5,430	1	.005	378	13,051	.007	84
Greene	15.3			1	24.6			1				.009	8,514			557	15,179	.010	83
Grundy	12.9 15.6		.010			57.6				4,557		.008	7,027	. 38		1	17,377	.008	1
Hamilton 100	18.7				33.8	57.5 47.4		1		1		.008	7,240 10,534					.010	1
								2.00	20.20	",""		. 313	10,534	.06	. 009	563	17,373	.013	93
Hancock	15.2					60.6	1						7,428	1		487	13,664	.011	92
Hardin100	22.0				35.4							. 018	13,447				16,766	.017	100
Harrison	20.3 18.8	1	.015		17.5							.011	9,583		1			.014	93
Howard 90	12.8				25.6								7,622 6,087		1	406 476		.010	1
					20.1	30.0	1	1.00	10.00	3,537	.40	.007	6,007	. 33	.005	4/6	7,380	.008	80
Humbeldt 100	12.9		1		20.9	1			18.90	4,382	.44	.008	6,665	.36	.006	517	12,244	.009	90
lda97	10.0		.008			55.2				1		. 007	6,347				11,576	.007	88
lowa	16.0 18.4			1	91 9	55.8		1					8,891	.48			13,273	.012	
/asper	29.4		1		21.3							.012	10,448 19,565					.012	
								1	20.10	0,020			10,000	1.01	.017	000	17,306	.020	91
Jefferson	15.2 35.1				1	43.2						. 009	8,372			550	-,	.009	82
Jones	18.9		.027		51.8	33.7 47.5	1			,		. 027	26,627		1	1			
Keokuk	16.9		.013	-	33.2	54.7	1				1	.011	9,064 8,646		.008	1	16,183	.011	79
Kossuth100		1.03			18.6				22.64		1	.017	13,042		.011	520		.010	
Lee	41.4	1.69	.031	3.0	70.9	20.9	6.19	5.24	21.10	14,148	1.42	.025	30,217	1 05	000		7.004		
Linn (Cedar Rapids)88	88.7		.068		75.0	1						.025	114,681		1		7,391 18,178	.028	1
Louisa	11.5	.47	.009	3.1		53.0	1	1		3,578		.006	5,779				,		78
Lueas	12.8	1				45.6		2.04	17.29	4,234		.008	7,290				-,	.009	
Lyon97	14.5	. 59	.011	3.7	16.6	57.6	1.75	2.03	21.41	3,893	. 39	. 007	6,683	. 36	. 006	461	15,938	.009	82
Madison100	14.0	. 57	.011	3.1	25.0	58.7	2.14	2.00	15 00	4 100	40	007	7.000						
Mahaska 100	23.6					42.4			15.06		1		7,069 16,305	1			10,102	.008	
Marion100	25.4	1.04			39.1		3.84					.015	11,480						
Marshall	34.0	1.39	.026	3.2	54.3	29.4			24.58		1.51	.028	24,446						
Mills99	14.2	. 58	.011	3.2	29.9	45.9	1.78	1.90	16.23	3,780	. 38	. 007	6,431						
Mitchell 101	13.2	.54	010	3.3	22.6	54.5	2.18	1 65	10 45	4 555	AD	000	7.201	40					
Monona 97	16.8			3.4	18.9				19.45		1	.008	7,301 8,313					.009	
Monroe	13.0			3.2	35.4			1		-,			5,402						1
Montgomery	15.2	. 62	.012	3.1	36.7	41.6	2.32		20.44	-,		.011	9,763						
Muscatine 89	29.9	1.22	.023	3.0	58.4	24.8	4.78	1		1	1.28								
O'Brien	18.0	.74	014	3.4	10 =	46.0	2.50	2 64	21 20	7.050	70	011	10.44	-		-			4.00
Osceola	10.0				19.5	58.1	1		21.38		1		12,114						1
Page	23.6			3.1	47.2			1					5,580 17,332						
Palo Alto100	15.7			3.6		55.0		1	1		1		8,280	1					
Plymouth97	22.2	.91	.017	3.5		54.0			19.74					1		1			
Pocahontas	15.0	.61	012	3.5		57.9	2.08	9 12	20.29	F 022	E1	000	0.070	45		-	45.5		
Polk (Des Moines) 100		7.95			83.8			1	28.83			.009	8,279 250,766			551 1,290	15,945		
Pottawattamie		2.69		3.2	62.1				23.50		2.18				1		14,330 27,351	.054	
Poweshick	18.2			3.1	27.8	48.6			19.44		1	.012	12,002						
Ringgold 100	10.1	.41	.008	3.0		63.2	1.59	1.68	10.43	2,184	.22	.034	4,228	. 23					
Sac97	16.5	.68	012	3.4	17 0	49.8	2.40	9 90	20 10	0.000		011	0.00*				44		
Scott (Davenport)		3.65				11.0			20.12 31.26			.011	9,804 97,540	1		593 1.092	,		85 122
Shelby	15.9			3.5		57.9			19.69			.009	8,728					.083	
Sioux97		1.04		3.7		61.0			18.80			.013	10,857		1		24,924		
Story	35.9	1.47	.027	3.2	47.6	30.1	4.89		28.70	.,	1.50		25,265					.029	
Tama100	21.2	. 87	016	3.2	12.6	51.4	3.62	2 02	10 00	0.000	- 00	010	10.001						
Taylor	13.2			3.0	16.0	58.5			19.89			.012	10,901 5.312			1			1
			. 510	5.0		30.0	2.14	E. U4	10.00	2,939	. 30	. 003	0.312	. 29	. 005	401	7,536	. 007	70



WHO has the largest daytime primary coverage area and also the largest nighttime coverage area of any station in Iowa!

Those are the cold, scientific facts—based upon field strength surveys using FCC engineering standards. The signal is available, but do people listen to WHO?

According to the authoritative 1942 Summers-Whan Iowa Radio Audience Survey, WHO is listened-to-most by 55.7% of all radio families in the State—whereas all other Iowa commercial stations combined get 18.2%!

YES! In a Survey made among 6000 members of Iowa Retail Grocers & Meat Dealers Association (in November, 1942) 68.3% of those who voted said that WHO helps sell more goods for them than any other medium!

YES1 In a similar Survey made among 1251 druggists by Iowa Pharmaceutical Association early in 1943, 87.4% of those who voted indicated radio as their preferred merchandising medium. Of those expressing preference for any individual station, 65.1% voted for WHO!

What is the cost of talking to all these dealers (and their customers) via WHO? Far less than the cost of any other comparable medium in the State! Choice time on WHO can be bought for as little as \$988 for 13 fifteen-minute programs! Write for availabilities—or ask Free & Peters!

WHO

+ for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, President J.O. MALAND, Manager

FREE & PETERS, INC.

National Representatives

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			LATIO: Estimat		12			NURE OF		RETAIL S	ALES-		EFFECTIV	S/A	YING EST	INCO		SALI ADVER CONT	TISH
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in	% of	% of	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Union100	14.7	.60	.011	3.0	49.3	35.5	2.49	2.36	18.29	5,879	.59	.011	9,207	.50	.008	628	6,017	.010	91
Van Buren87	11.2	.46	.009	2.8		55.6	2.13	1.57	11.52	2,423	.24	.004	4,682	.25	.004	415	5,254	.006	87
Wapello91	44.0	1.80	.034	3.0	71.3	18.6	7.19	5.64	20.77	16,975	1.70	.030	34,481	1.88	. 030	783	7,508	.033	97
Warron	16.4	.67	.013	3.1	23.3	53.2	2.69	2.42	16.4	4,380	.44	.008	7,433	.41	.007	452	9,347	.010	77
Washington87	20.2	.83	.015	3.1	26.1	50.3	3.21	2.53	20.9	7,668	.77	.014	11,687	.64	.010	578	13,863	.013	87
Wayne100	12.3	. 50	.009	2.9		51.2	2.12	1.90	11.5	2,917	. 29	.005	5,272	. 29	.005	430	5,529	.007	78
Webster100	39.9	1.63	.030	3.2	55.3	2 28.	5.51	5.87	26.9	20,938	2.10	.037	35,806	1.95	.031	898	18,768	.035	117
Winnebago100	13.4	.5	.010	3.6	18.	2 54.	1.78	1.7	20.6	5,488	. 55	.010	8,289	.45	. 007	618	9,146	.011	110
Winneshiek90	21.3	2 .8	.010	3.4	23.	8 58.	3 3.51	2.3	21.3	6,625	. 67	.012	9,961	.54	.009	469	11,642	.012	75
Woodbury (Sioux City) 97	95.4	4 3.9	.07	3 3.2	79.	5 12.	7 11.94	16.4	5 26.7	55,621	5.50	.098	137,980	7.52	.121	1,446	23,641	.101	138
Worth101	10.	7 .4	4 .00	3.5		. 59.	9 1.5	1.4	6 20.2	3,00	.30	.008	5,129	. 28	.005	479	9,36	. 007	88
Wright100	18.	4 .7	.01	4 3.3	34.	9 43.	9 2.6	2.8	2 21.2	6,836	. 61	.01	11,82	. 64	.010	643	18,17	.013	93
STATE TOTAL	2,444	8	1.86	7 3.2	42.	7 36.	1 361.4	340.3	5 23.0	6 996,20	5	1.76	1,834,56	0	1.60	8 75	1,285,32	1.853	99

For lowa City figures, see pages 267, 268.

MISSOURI—County Data

Adair	18.9	.51		2.9	49.8	38.8	3.17		15.44	6,966	.51	.013	11,171	.41	.010	590	4,185	.012	86
Andrew	11.7	.31		3.0		86.6	2.00	1.90	13.46	1,751	.13	.003	3,186	.12	.003	272	6,507	.005	56
Atchison	11.7	.31		3.2		58.2	1.57	2.01	16.95	2,983	.22	.005	5,564	.20	.005	474	10,675	.006	67
Audrain102	23.6	. 63	.018	2.9	51.7	36.1	3.12	3.66	16.85	6,075	.45	.011	11,141	.41	.010	472	6,347	.013	72
Barry 103	22.2	.59	.017	3.3	16.2	66.3	3.68	2.59	13.57	3,674	.27	.008	6,946	. 25	.006	313	4,129	.009	53
Barton105	12.6	.34	.010	3.0	21.1	56.0	2.14	2.03	10.30	2,333	.17	.004	4,384	.16	.004	347	4,331	.006	60
Bates	17.1	.46	.013	2.9	15.1	58.1	2.91	3.02	11.33	3,535	. 26	.006	6,943	. 25	.006	407	6,484	.010	77
Benton102	10.1	. 27	.008	3.1		75.7	1.88	1.28	11.10	1,699	.13	.003	3,218	.12	.003	318	3,503	.005	63
Bollinger	11.2	.30	.009	3.6		83.9	2.11	1.08	9.54	942	.07	.002	1,986	.07	.002	177	2,749	.003	33
Boone102	38.8	1.04	.030	2.9	52.6	33.4	4.93	5.56	20.72	13,114	.97	.023	24,056	.88	.021	620	5,631	.025	83
Buchanan (St. Joseph) 106	83.0	2.22	.063	2.9	80.5	10.6	10.74	16.08	20.36	39,185	2.91	.069	85,072	3.11	.074	1,025	6,012	.071	113
Butler102	34.4	.92	.026	3.6	32.6	55.5	4.24	4.21	13.75	6,501	.48	.013	12,214	.45	.011	355	3,992	.015	58
Caldwell	10.5	.28	.008	2.8		57.4	1.78	1.83	11.32	2,431	.18	.004	4,475	.16	.004	425	4,476	.006	75
Callaway	21.5	.58	.016	3.1	35.9	49.2	3.07	2.74	14.91	4,033	.30	.007	7,518	.28	.007	349	5,520	.010	63
Camden103	8.7	.23	.007	3.3		65.0	1.39	1.01		889	.07	.002	1,722	.06	.002	198	1,708	.003	43
Cape Girardeau	38.7	.98	.028	3.4	59.7	32.3	5.52	4.30	17.51	12,397	.82	.022	23,365	.86	.020	636	5,492	.024	86
Carrell	16.3	.44	012	3.0	22.8	55.6	2.60	2.70	15.11	3,517	.26	.006	7,450	.27	.007	456	8,380	.009	75
Carter :	5.3	.14	.004			54.9	.82	. 69		651	.05	.001	1,232	.05	.001	234	403	.002	50
Cass105	18.3	.49	.014	2.9		55.7	3.01	2.90		4,202		.007	8,041	.29	.007	440	7,577	.010	71
Cedar	10.6		.008			67.1	2.01	1.48		1,527	.11	.003		.12	.003		2,790	.004	50
	10.0		.000	2.0			2.01	1.40	11.40	1,021		.003	3,231		. 500	300	2,700	.004	30
Chariton	16.6		.013			62.8	2.80	2.39		2,947		.005	5,601	.20	. 005		7,172	.007	54
Christian	12.9		.010			75.9	2.40	1.32	1	1,450		.003	3,050	.11	.003		3,827	.004	40
Clark102	9.4		.007	-		60.4	1.83	1.27		1,748		.003	3,219	.12	. 003		3,561	.004	57
Clay	32.9		.025		36.7		5.04	4.16	1	11,386		.020	20,346	.75	.018		8,759	.023	92
Clinton105	11.9	.32	.009	2.9	26.5	44.3	2.01	2.08	12.76	3,474	.26	.006	6,587	.24	.006	552	6,610	.007	78
Cole102	35.0		.027	1	69.5		4.16	4.10		12,884		.023	22,225	.81	.019	635	3,880	.023	85
Cooper102	17.0	.45	.013	3.1	33.7	49.3	2.52	2.40	16.65	4,173	.31	.007	7,946	. 29	. 007	468	5,822	.009	69
Crawford102	11.7	.31	.009	3.3	1.4	64.4	1.88	1.4	11.57	2,033	.15	.004	3,791	.14	. 003	325	2,059	.006	67
Dade103	10.1	.27	.008	3.1		70.3	1.90	1.3	7 10.82	1,336	.10	.002	2,856	.10	003	282	3,773	.004	50
Dallas103	10.9	.29	.008	3.3		78.0	1 90	1.1	8.81	1,082	.08	.002	2,135	.08	.002	195	2,484	.003	38
Daviess	12.2	.33	.009	2.9		64.6	2.09	2.0	3 10.13	1,871	.14	.003	3,748	.14	.003	306	5,642	.005	56
De Kalb	8.2	. 22	.006	2.9	1.	1 66.3	1.54	1.4	2 12.15	1,450	.11	.003	3,114	.11	.003	380	5,145	.004	67
Dent102	10.3	. 27	.008	3.3	26.	8 62.6	1.77	1.3	7 13.29	2,226	.16	.004	4,567	.17	.004	445	2,516	.005	63
Douglas103	14.4	. 39	.011	3.7		. 84.1	2.50	1.2	8 9.17	1,38	.10	.002	2,659	.10	.002	185	3,128	.003	27
Dunklin102	41.1	1.10	. 031	3.7	20.	0 59.9	3.60	7.4	2 12.64	8,848	.65	.016	17,343	. 63	.015	422	11,755	.019	61
Franklin102	33.1	.90	.026	3.3	26.	8 40.7	5.41	3.8	1 16.47	8,22	.61	.016	15,126	. 55	.013	448	6,867	.019	73
Gasconade102	11.5			1	-		2.10	1.3					4,587	.17	.00		2,466	.006	67
Gentry	11.	9 .32	.009	3.0		. 55.5	2.06	1.9					4,385	.16			5,526	.005	56
Greene (Springfield)103	90.		1					13.5				.066	72,467	2.65			7,431	.086	96
Grundy105	13.					4 400		2.4					6,854	.25		1	3,889	.008	73
Harrison106	15.	1 .40	01:	3.0	16.	2 82.5	2.45	2.4	7 12.6	3,38	4 .25	.006	6,228	.23	.00	5 413	6,606	.009	75
Henry105	20.					-		3.1						1		-	7,727	.011	65
	5.1		1			77.3			1 8.5				10,546				1,952	.002	
Hickory103	10.	-	1										1,037	1					75
Holt106						. 53.8		1.9					4,058		1		6,949	.006	
Howard105	12.	3 .33	.006	3.0	20.	0 51.0	2.00	1.8	3 12.0	2,34	0 .17	.004	4,360	.16	.00	4 356	4,658	.007	71
Howell103	20.	1		3.3					4 12.5				7,868	1			3,208	.010	
Iron	8.	B .24	.007	7 3.6	1	. 54.3	1.42	1.1	1 9.1	1,33	4 .10	.002	2,541	.09	.00	2 288	1,131	. 004	57

... 54.3 1.42 1.11 9.16 1,334 .10 .0

Before using these figures, see explanation page 11.

We know of no other newspaper which can match this coverage



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In 238 towns The Globe-Democrat's daily coverage is 50% or more In 71 towns The Globe-Democrat's daily coverage is 40% to 50% In 50 towns The Globe-Democrat's daily coverage is 35% to 40% In 53 towns The Globe-Democrat's daily coverage is 30% to 35% In 98 towns The Globe-Democrat's daily coverage is 20% to 30% In 59 towns The Globe-Democrat's daily coverage is 10% to 20% All This and St. Louis, Too
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The Globe-Democrat's Circulation Is Now the Largest in Its History at Present Selling Prices

St. Nonis Globe-Bemocrat

The Famous Newspaper of the 49th State

MAY 10, 1943

			JLATIO Estima	ted)	42		HOI	NURE OF		RETAIL S			EFFECTI	SY/	EST	IMCO	ME-194 ₂ E	ADVER CONT	TIS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Qua Mar Ind
Jackson (Kansas City)105	481.0	12.88	.367	2.8	86.9	3.2	50.63	93.87	26.42	316,122	23.41	. 560	578,412	21 16	.507	-	11,946	. 466	-
lasper	73.7	1	.056		68.4		11.69	11.80	16.40	28,548		.051	53,750		.047		4,768	.054	
lefferson102	30.7	.82	.023	3.2	41.1	32.9	5.24	3.55	17.02	6,899	. 51	.012	13,671	. 50	.012	446	3,480	. 020	
Johnson105	19.4	.52	015	2.0	07.1	E2 0	2 20	0.07	15.00		-				-				
Knox102	8.1		.006	3.0	27.1	53.0 65.2	3.38 1.48	2.97		4,486		.008	9,024	.33	.008		7,401	.011	
Laclede	19.2		.015		26.8			1.26	1	1,292 3,349		.002	2,821	.10	.002		3,861	.004	1
Lafayette	24.5	1	.019		31.9	-	4.02		-	6,339		.011	6,136		.005		4,086	.007	
Lawrence103	22.5				18.8		4.06	2.87		4,035		.007	11,764 7,640		.010	480 339	9,681 4,851	.014	
																-	1,001	.010	
Lewis	10.7				****	52.7	1.97	1.67	1000	2,044		. 004	-,		.003		4,185	.005	
Linn105	13.9	1	.011		42.0	59.0	2.61	1.78		2,899		. 005	-,	0.00	.005		5,178	.007	
Livingston105	18.9		.014	-	43.8			2.86		5,105		.009	9,484		.008		6,195	.011	
McDonald104	16.4				44.5					4,750		.008	-,		.008		5,241	.009	1
mcDonaid	10.4	.44	.013	3.3		72.2	2.36	1.82	9.20	2,283	.17	. 004	4,136	.15	.004	252	2,306	.008	1
Macon102	19.1	.51	.015	2.9	19.7	55.8	3.79	2.77	12.21	5,141	.38	.009	9,778	20	.009	512	6 220	011	١.
Madison102	9.4			1	35.4			.98		1,734		.003	-,,,,		.003		6,338	.011	
Maries102	8.0		.006			84.6		.81		417		.001	855		.001	106	2,413		
Marien102	28.3		.022	-	66.1	2000	4.51	4.89		10,058		.018		.00	.018		5,297	.002	è
Mercer105	8.3	.22				70.3		1.17		1,358		.002	,		.002				1
													2,000	.09		210	3,317	.003	
Miller102	12.4		.009	3.4	17.5	66.5	2.30	1.62	13.51	2,486	.18	.004	4,677	.17	.004	378	3,146	.006	
Mississippi102	24.0		.018		22.4		1.28	1		4,069	.30	.007	7,818	.29	.007	326	7,506	.010	1
Monitoau102	10.9			3.0	21.4		1	1.30	13.87	2,362	.18	.004	4,331	,16	.004	397	3,154		1
Monroe	12.4					62.6		1.81		2,701	1	. 005	5,043		.004	406	5,777	.006	
Montgomery102	11.6	.31	.009	2.9		56.1	2.25	1.54	11.46	2,158	.16	.004	3,975		. 003	343			
Moreon 102	0.0	07																	
Morgan	9.8	1	. 000			87.4						.004	.,		.003		2,415	. 005	1
Newton104	34.6	1			21 5	64.9 54.0				5,715		.010			.009		15,175		1
Nodaway106	23.4		, 020		21.5					4,766		.008	-,	.00			4,941	.012	1
Oregon103	12.3			1	24.0	73.8		-		6,194 1,541	1	.011	,		.010	1	12,241	.013	
			.009	0.0		10.0	1	1.20	11.14	1,541		.003	3,263	.12	.003	265	2,402	.004	1
Osage102	11.6	.31	.009	3.8		68.0	2.03	.94	10.85	1,169	.09	.002	2,390	.09	.002	206	2,858	.003	
Ozark103	10.2	.27	.008	3.7		89.5	1.79	.81	6.55	580	.04	.001	1,225		.001	120	-,	.002	3
Pemiscot	43.7	1.17	.033	3.6	19.7	67.0	2.44	9.25	13.03	8,169	.61	.014		1	.014		-,		1
Perry	14.1	1	.011	3.6	25.4	57.3	2.41	1.31	14.83	2,884	.21	.005	5,467		.005	1	4,121	.008	1
Pettis105	30.4	.82	.023	3.0	61.3	31.7	4.67	5.20	16.55	9,645	.71	.019	17,858		.016	587	6,651	.018	
Phelps102	10.2				00 5	44.0													
Pike102	19.3		,		29.5	1		-		4,145		.007				1		.010	1
Piatte106	19.1				25.5	-				4,042		.007	7,642				6,201	.010	1
Polk	16.3	1		1	48.4	57.7			13.64	2,539		.006			. 004	1	6,627	.006	
Pulaski	14.4				15.1				1		1	.005	,					.007	
T diameter in the second	14.4		.011	3.3		65.8	1.62	1.31	9.12	1,834	.14	.003	3,383	.12	.003	236	2,241	.006	
Putnam105	10.3	. 28	.008	3.1		70.4	1.88	1.37	10.84	1,370	.10	.002	2,576	- 00	.002	251	2 222	000	
Ralls102			1000			65.3						.002	-,				3,377	.003	
Randolph	23.5	1	1000		52.8				1		1	.012				1			
Ray105	17.1		1000		22.8							.005	,						1
Reynolds102	7.9	1	1000	1 -		69.2			1				1 -,						2
													,,,,,,	.00		100	1,037	.003	
Ripley	11.6					77.2				1,432	.11	.003	2,711	.10	.002	233	2,053	.004	
St. Charles	27.3	4	0.000		42.3			3.18	18.44	6,646	.49	.012		4		1	-,		
St. Clair	11.7					69.7	1					.003					-,		1
St. Francois	34.7					18.1				9,040		.016	17,497	.64	.015	504	1,802		
*St. Louis (St. Louis)102	1150.0	30.79	.878	3.3	86.3	1.5	106.21	202.16	35.41	542,108	40.15	.961	1,209,212			1,051			1
Ste Canavieve 100	40.0			0 -	000				45 -										
Ste. Genevieve102 Saline105	10.3				25.6							.003						. 005	
Schuyler102	27.9				39.4					6,393	1	.011				1			
Scotland	6.0 7.7		1000			63.1						.002					1		1
Scott	29.5		.006		36.2	64.7						.003			.003		-,		1
	49.0	.79	.023	3.5	30.2	34.6	3.02	4.69	13.38	6,408	.47	.011	12,070	.44	.011	409	5,455	.017	
Shannon	10.2	.27	.008	3.7		68.6	1.54	1.31	7.92	1,012	.08	.002	1,907	AT	.002	107	4 900		
Shelby78	10.3	1				57.0				2,427		.002	.,	1		1	1,706		2
Stoddard102	31.5			3.7	9.4				12.38	3,934		.007			.004	1	4,770 9,621		1
Stone103	10.7	. 29				73.3				1,129		.002					-,		
Sullivan105	12.8	.34		3.1		67.8	2.17		10.36			.003					-,		1
	_																3,001		
Faney	9.7			3.3		66.8			11.34	1,284		. 002	-,		. 002	269	1,545	.004	
Texas 108	19.5	1		-	20.0	78.3				2,907		.005					4,020		
Vernon 105	23.3			2.9	32.0							.009					5,365		1
Warren102 Washington 102	7.7		.006			61.6		.84		1,301		.002					. ,		1
Washington102	15.1	.40	.012	3.8		38.8	1.76	2.36	5.95	1,821	.13	.003	3,395	.12	.003	225	1,449	.005	
Wayne102	11.5	.31	000	3.6		65.1	1.72	1 20	11 10	1 540		880		1	-				
	11.0	.01	.003	0.0		100.1	1.72	1.39	11.16	1,549	.11	.003	2,506	.09	. 002	219	1,511	.005	

BIG ENOUGH TO DO A BIG JOB FOR ANYONE IN THE BIG ST. LOUIS MARKET

(1) MORE THAN FIVE HUNDRED MILLION DOLLARS A YEAR IS SPENT IN RETAIL STORES in Metropolitan (Greater) St. Louis by more than a million and a half people.

(2) AVERAGE EARNINGS FOR THE ST. LOUIS AREA ARE WELL AHEAD OF THE NATIONAL AVERAGE as reported by Sales Management Magazine.

(3) ST. LOUIS IS A HIGHLY DIVERSIFIED INDUSTRIAL CENTER in which even under war conditions, no one industry controls as much as 10% of the total labor force.

(4) ST. LOUIS IS A HIGHLY STABLE MARKET DURING THE WAR PERIOD. It was one of America's most stable markets before the war and will continue to be a very stable market in the post war period, hence your advertising now will have a cumulative effect after the war.

(5) ADVERTISERS REACH A VERY LARGE PART OF THE RICH, CONCENTRATED GREATER ST. LOUIS MARKET THROUGH THE STAR-TIMES, which is big enough to do a big job for anybody.

(6) 179,265* HIGHEST DAILY AVERAGE NET PAID CIR-CULATION FOR ANY 3-MONTH PERIOD IN ST. LOUIS STAR-TIMES HISTORY. The St. Louis Star-Times is high in reader acceptance. Daily average net paid circulation for the 3 months ending March 31, 1943, was the highest in Star-Times history.

(7) 6,709,795** AGATE LINES OF PAID ADVERTISING DURING 1942. The St. Louis Star-Times is high in advertising acceptance. During 1942 advertisers expressed their recognition of the responsiveness of Star-Times readers by placing this large volume of advertising in Star-Times columns.

(8) HIGHEST CIRCULATION CONCENTRATION IN THE GREATER ST. LOUIS AREA OF ANY ST. LOUIS DAILY NEWSPAPER. The concentrated circulation of the St. Louis Star-Times means greater value per dollar spent for advertising.

Alert advertisers, local and national, realize that they can't do a complete selling job in the Greater St. Louis Market unless their advertising program includes the St. Louis Star-Times.

*Star-Times Records
**Media Records

St. Louis Star-Times

Nationally Represented by George A. McDevitt Co., New York, Chicago, Detroit and Philadelphia.

Owners and Operators of Radio Station KXOK

Blue Network

630 Kilocycles

5000 Watts Full time

Consult Sales

Management's data for

further information on

the Greater St. Louis

Market.

ality of irke dex

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			LATIO Estimat		42			NURE OF		RETAIL S		-1942 MATE			YING EST		ME—1942 E	ADVER	ES- ITISING
COUNTY	Total (in thou- sands)	of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po-	Quality
Webster 103 Worth 106 Wright 103	16.1 6.4 16.3	.17	.005	3.4 3.1 3.4	*****	74.4 68.4 71.2	.95	. 88	1	1,139	.08	.002	2,045	.07	.005 .002 .005	321	2,820	.003	60
STATE TOTAL	3,734.5		2.851	3.1	51.8	29.6	472.95	595.69	22.20	1,350,150		2.394	2,733,750		2.397	732	561,046	2.555	90

^{*}St. Louis County combined with the City of St. Louis.

For Missouri City figures, see page 268.

NORTH DAKOTA—County Data

4	4.4	74	002	2.0		50 5	ez	50	12 24	1 100		000	2 004	64	000	477	4 004	000	-
dams96	4.4	.74		3.6		59.5	.65		13.34	1,188	.62	.002	2,084	. 64	.002	477	1,904	.002	67
arnes96	1010	2.74		3.6	33.2	48.0	1.81		21.69		2.91	.010		2.91	.008	584	8,557	.010	8
enson96		2.02		4.0		58.2	1.44		16.28	2,033	1.05	.004	3,270	1.00	.003	273	9,321	.005	5
lillings96	2.2	.37		4.0		84.2	. 29	.28		122	.06		212	.07		98	989		
lottineau96	12.7	2.14	.010	3.5		62.6	1.74	1.61	13.68	3,003	1.56	.005	4,655	1.43	.004	367	9,960	.007	7
lowman96	3.5	.60		3.3		58.0	.60		16.93	1,282	.67	.002	1,898	.58	.002	536	2,414	.003	10
urke96	7.2	1.22	.005	3.4		55.4	1.06	.93	14.75	1,380	.72	.002	2,326	.71	.002	323	2,442	.003	6
turfelgh96	20.3	3.42	.015	3.4	68.2	23.1	2.18	3.29	31.56	11,121	5.77	.020	16,410	5.04	.014	808	5,420	.016	10
Cass (Fargo)96	50.8	8.58	.039	3.4	61.6	23.3	5.45	7.77	31.85	32,230 1	6.72	. 057	60,496	18.57	.053	1,190	21,469	.044	11
Cavaller	12.7	2.14	.010	4.0		68.4	1.63	1.49	17.17	2,902	1.51	.005	4,356	1.34	.004	344	8,136	.006	6
Dickey96	9.0	1.52	.007	3.7		55.9	1.11	1.26	19.00	2,441	1.27	.004	4,073	1.25	.003	451	4,292	.005	7
Divide96	6.3	1.06	.005	3.4		62.0	1.05	. 83	15.36	1,458	.78	.003	2,413	.74	.002	384	3,254	.003	6
Dunn96	7.5	1.26	.006	4.2		76.9	1.05	.77	13.19	921	.48	.002	1,692	. 52	.001	226	4,032	.002	3
Eddy96	4.9	.83	.004	3.8		54.1	. 56	.80	18.86	1,805	.94	.003	3,050	.94	.003	620	3,286	.004	10
Emmens96	10.7	1.80	.008	4.6		63.9	1.16	1.10	12.73	1,617	.84	. 003	2,944	.90	.003	275	4,713	.004	. 5
Foster96	5.5	.92	.005	3.8		51.4	.59	.81	17.95	1,821	.94	.003	3,100	.95	.003	568	3,175	.003	6
Golden Valley96	3.2	. 55	.002	3.5		55.1	.51	.39	16.76	1,033	.54	.002	1,822	.56	.002	560	2,810	.002	10
Grand Forks (Grand Forks)96		5.46		3.5	58.6	28.8	4.03	4.59	28.51	18,386	9.54	.033	34,041		.030	1,052	13,881	.026	10
Grant96		1.27	.006	4.1		74.1	.91	.89	13.53	925	.48	.002	1,516	.47	.001	202	3,559	.003	
Griggs96	5.3	.89	.005	7.7.7		63.4	. 59		18.56	1,328	.69	.002	2,379	.73	.002	450	3,955	.003	-
Hettinger96	7.2	1.22	.005	4.1		64.7	.86	.76	17.54	1,703	.88	.003	2,901	.89	.003	401	4,386	.004	8
Kidder96		1.04	.005	4.1		67.9	.80	.71	14.59	1,076	. 56	.002	1,791	.55	.002	290	3,602	.003	-
La Moure96		1.56	.007	3.9		61.4	1.12	1.27	17.76	1,912	.99	.003	3,040	.93	.003	328	4,497	.005	
Logan96	200	1.13	.005	4.3		70.0	.85	.73		995	.52	.002	1,506	.46	.001	225	3,385	.003	
McHenry96	12.8		.010			62.5	1.83	1.52		2,543		.005	4,157	1.28	.004	326	7,945	.006	-
McIntosh96	7.9	1,34	.006	4.0		59.3	1.15	.85	15.57	1,391	.72	.002	2,148	. 66	.002	270	2,661	.004	, (
McKenzie96		1.30	.006	3.5		71.2	1.33	.85		1,222	.63	.002	1,861	.57	.002	241	5,215	.004	
McLean96		2.62	.012	3.8		63.5	2.14	1.66		2,662	1.38	.005	4,468	1.37	.004	287	9,239	.008	
	9.1	1.53	.007	4.2		58.3	1.32	.75			.84	.003	2,680		.002	295		2000	
Mercer96 Merten96		3.15	.014		33.1		2.54	1.94		1,618 5,265		.009	8,504	2.61	.002	455	3,636 5,981	.004	-
Mountrail96	10.0	1.69	.008	3.5		63.1	1.55	1.13	13.20	2,236	1.16	.004	3,698	1.14	.003	369	5,061	.005	1
	8.4	-	.006	3.9		61.3	1.11	1.07		2,018		.004	3,404		.003		5,198	.005	1
Nelsan96	-	.61	.003			81.6										128			
Oliver96	3.6						.47	.35		268	.14		462	.14			2,499	.001	
Pembina96	14.1			3.9	* * * * *	54.8	2.35	1.27		3,869		.007	6,461	1.98	.006		13,202	.008	
Pierce96	8.8	1.48	.006	4.1		63.1	1.01	.98	17.86	2,210	1.15	.004	3,713	1.14	.003	422	6,922	.004	1
Ramsey	13.6			3.7	39.7		1.53	2.18			3.48	.012		2.92			7,862	.011	1
Flansom96	9.1	1.53	.007			55.5	1.17	1.28			1.42	.005	4,775		.004		6,013	.005	
Renville96	5.4	.91	.004			67.6	.74	.73		1,198		.002	1,994		.002		3,508	.002	
Richland	19.4		.015		18.3		2.42	2.45		6,501		.012	10,153				16,990	.010	
Rolette96	11.6	1.95	.009	4.1		68.1	1.43	1.23	17.56	2,326	1.21	.004	3,652	1.12	. 003	316	4,847	.004	
Sargent96		1.36	.006	1	****	63.6	.97		16.42	1,406		.002	2,334			1	5,973	.003	
Sheridan96	6.0		.005			70.9	.70	.78		856		.002	1,407			1	4,565	.002	1
Sioux96	4.1	.69	.003	-	****	53.1	.55	.40		617	.32	.001	890	1	.001	219	1,060	.002	
Slope96	2.6	1	.002			74.8	.41	.34		167	.09		290	1		111	2,738		
Stark96	14.6	2.46	.011	4.0	37.9	45.2	1.86	1.53	19.74	4,573	2.37	.008	7,548	2.32	.007	516	5,936	.008	
Steele96	5.6			4.0		70.8	.67		17.81	996		.002	1,712				4,995	.002	
Stutsman96		3.68		3.7	37.4	39.4	2.29	2.87			3.83	.013		3.79			9,016	.013	
Towner96	6.6	1.11	.005	3.8		61.4	.77	.99	16.05	1,933	1.00	.004	3,279	1.01	.003	496	6,628	.004	1
Traill96	11.0	1.85	.008	3.8		56.3	1.57	1.33	19.27	3,732	1.94	.007	6,152	1.89	.005	561	11,373	.007	
Walsh96	18.6	3.14	.014	4.0	19.6	56.4	2.90	1.65	20.24	5,857	3.04	.010	9,215	2.83	.008	495	14,037	.010	
Ward96	29.2	4.93	.022	3.5	51.8	30.3	3.44	4.70	22.03	13,523	7.02	.024	24,254	7.45	.021	829	9,278	.023	
Wells96	10.6	1.79	.008	3.8		59.0	1.17	1.51	18.25		1.45	.005		1.28		393	7,962	.006	1
Williams96		2.49		3.4	35.5	42.8	2.28		19.82		3.00	.010		2.78			4,608	.010	
			-	3.7	-	-			-		-			-	-	-			1

For North Dakota City figures, see page 268.

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			LATIO	ed)	42		HOI	NURE OF MES-194		RETAIL S			EFFECTIV		EST			ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quali of Mark Inde
rmstrong94						100.0	.01	.01					1 402	44	.001	321	16 1,978	.002	50
urora97.	4.7		.004			68.0	.58	.81	16.73	984 8,073			1,493 13,465		.012	770	3,912	.014	108
eadle97	17.5		.013	-	55.2							1			.001	283	7.5		33
ennett99	3.3		.003			60.5				572		.001	946		1000		1,610	.001	
on Homme97	7.6	1.29	.006	3.4		58.4	1.31	1.46	16.70	2,174	1.03	.004	3,396	.99	. 003	448	3,094	.005	8
rookings94	16.1	2.74	.012	3.5	32.3	50.4	1.79	2.47	24.85	6,266	1		9,491		.008		10,139	.010	
rown	28.1	4.78	.021	3.4	57.3	29.5	3.20	4.51	24.34	12,309	5.84					1	9,370	.019	9
rule97	5.4	.92	.004	3.3		53.5	.70	.97	20.18	2,030	.96	.004	3,236	94	. 003	596	2,320	.004	10
uffalo97	1.6	. 28	.001	3.8		48.9	. 23	. 20		115	.05		204	.06		124	848		
lutta97	8.1	1.38	.006	3.2		50.6	1.00	1.13	20.50	3,992	1.89	.007	6,223	1.81	. 005	767	4,096	.007	11
0.4	4.6	.79	.004	4.0		68.8	.54	.58	14.38	577	.27	.001	963	.28	.001	209	1,250	.002	
Campbell	11.8		.009		*****	64.1			1	2,071		1		1					
Charles Mix97		-	.006			65.3				1,811				1		1		.004	1
clark		1	.007	1	34.7		1								1	1	1		1
Jay	9.3	1	.012		62.4										1		1		
Codington94	16.1	2.13	.012	3.3	02.4	20.2	1.74	2.30	20.10	3,200	4.50	.010	14,007	4.04	.010	320	0,202	1	1
Corson94	6.2	1.05	.005	3.8		56.7	.85	.74	14.12	983	.47	.002	1,553	. 45	.001	251	1,505	.002	4
Custer	5.4		.004	1		36.7								1	1		.,		1
Davison97		1			69.3						1					-			
Day95			.010			59.2				1									
Deuel94	7.8			3.8		67.7	1	1							1		1		
Jouet,	1	1		3.0	1		1		1	1,,,,,,	1	1	1	1				1	1
Dewey94	5.3	.90	.004	3.8		48.4	.71	.63	13.72	963	.46	.002	1,624	.47	.001	307	770	.003	3 7
Douglas97	5.6					00 6							2,062	. 60	.002	2 370	2,330	.003	3
Edmunds			.005			60.								1					
Fall River				1	50.				1										
Faulk				1	1	En 1		1											
	1	1			1														
Grant95	9.9	1.68	.008	3.6	26.	54.	6 1.2	1.44	19.1	2,550	1.2	.00	4,28	1.25	.00	4 434	6,54	. 00!	5 (
Gregory99		1.46	.007	3.6		61.	2 .9	1.45	13.2	1,923	3 .9	1 .00	3,58	1.04	003	3 418	3,82	.00	4
Haakon94		.52	.002	3.1		62.	4 .50	.42	19.2	1,109	9 .5	3 .00	1,89	8 .55	.00	2 619	1,51	. 00	2 10
Hamlin94		0 1.19	.005	3.6		61.	2 .71	1.11	18.0	1,53	8 .7	3 .00	3 2,73	5 .80	.00	2 391	5,63	2 .00	4 1
Hand				3.6		70.	5 .7	1 1.09	17.6	1,663	2 .7	9 .00	2,887	7 .84	.00	2 437	4,02	.00	4 1
							1											1	
Hanson	4.	5 .77	.003	3.6		. 70.	6 .5	4 .83	18.0	9 703	3 .3	3 .00	1 2,27	4 .66	.00	2 500	2,33	.00	2 (
Harding97	2.1	8 .48	.003	3.3		. 72.	8 .5	6 . 27	7	. 44	6 .2	1 .00	1 77	5 .22	.00	1 274	2,41	4 .00	1
Hughes	5.9	9 1.01	.00	3.0	65.	2 24.	8 .7	6 1.10	29.7	0 3,35	2 1.5	9 .00	5,92	4 1.73	.00	5 995	1,20	1 .00	6 1
Hutchinson	11.	6 1.97	.00	3.7	****	. 61.	7 1.7	0 1.41	1 17.1	1 2,58	8 1.2	3 .00	5 4,26	6 1.24	.00	4 368	5,14	.00	6
Hyde94		8 .48	.00	3.4		. 61.	3 .3	4 .45	16.4	9 94	4 .4	5 .00	1,40	0 .41	.00	1 496	1,55	.00	2 1
			- 00						17.0			0 00	1 107	7 9	- 00	. 700	70		
Jackson97		1			1					1									
Jerauld97		-			1														
Jones		1	1	1	1			1								1			
Kingsbury				3.5	1	. 58.													
Lake	11.	1 1.89	.00	3.0	40.	4 47.	3 1.3	3 1.83	3 20.3	7 4,09	2 1.3	.00	1 0,50	2.0	.00	0 02	3,38	3 .00	7
Lawrence 91	15	1 2 5	01	2 3.2	60.	9 10.	5 2.5	9 2.74	4 26.1	8 47	8 4.0	2 .01	13.50	5 3.9	4 .01	2 89	4 1,18	8 .01	7 1
Lawrence		2 2.00		3.5	1						7 1.3			3 1.4					
Lyman91				3 3.5				1	1 14.5		1								
McCook 94		8 1.50		7 3.6					2 17.0							1			
McPherson 9		8 1.3		6 4.0				1	6 17.4										
	1 "		.00	7.0		J.	1 "	1		1 ',21		.00				-	2,50		
Marshall	5 8.	3 1.4	.00	8 3.9		. 61.	8 .9	3 1.19	9 17.0	5 2,47	1 1.1	7 .00	4 3,98	4 1.1	.00	3 47	9 4,39	0 .00	4
Meade 9		3 1.4			1						4 1.1			9 1.2			1		
Mellette									2 12.5			\$		0 .2					
Miner9		0 1.0	1						2 17.8				2 1,99	6 .5	8 .00	2 33	1 2,72	2 .00	3
Minnehaha (Sioux Falls)9		7 9.4	1	3 3.3		8 19.	1 6.5		2 29.7		7 19.7	0 .07	4 56,65	5 16.5	1 .05	0 1,01	7 14,13	6 .04	7 1
Moody9		6 1.4	.00	6 3.5		-			9 19.9		9 1.0			2 1.2					
Penaington9				1		2 17.													
Perkins9		9 1.0	.00	5 3.5	5	. 63.	.9	4 .7	7 18.0	1,68					-1				
Potter9		2 .7	.00	3 3.5				1 .6	8 14.3										
Reberts9	5 14.	2 2.4	.01	1 3.8	15.	8 66.	0 1.8	1.9	7 15.3	3,57	0 1.6	.00	6 4,62	6 1.3	5 .00	14 32	7 8,93	.00	6
Carbone						-			0 45				4 ==		0 00	1 00		E 00	2
Sanborn9						-			0 15.1										
Shannon		1																	
Spink9														1					
Stanley9		1									1								
Sully9	4 2.	.3 .4	.00	2 3.8	В	. 71	.4	.3	7 15.1	19 45	8 .2	.00	1 80	.2	3 .00	34	3 1,39	.00	18
Todd9	0 5	5 .9	4 .00	4 4.0	0	. 53.	.3 .7	3 .5	1 16.9	2 48	9 .2	23 .00	1 83	7 .2	4 .00	1 15	2 1,73	2 .00	2
Tripp9					-												1		
Torner9	4 10	0 1.5							7 16.2					8 1.3		-			
Holan	4 12.				-			-			0 1.2			9 1.6					
Union 9 Walworth 9	10.	8 1.8					1							8 1.2			1		
9	+1 δ.	7 1.1	4 .00	5 3.5	5 41	4 37	. 10	8 1.0	3 19.3	Z,31	7 1.1	.00	ra 4,13	1.4	. UL	er: 01	1.28		-91

			LATIO Estimat	ed)	42			NURE OF		RETAIL S		-1942 MATE	EFFECTIV	SZZ		INCO		SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	(in	% of State	% of U.S.A.	Dollars (in	% of	% of U.S.A.		Farm Dollars (in thousands)	U. S. A. Po-	
Washabaugh99	1.8	.30	.001	4.1		74.9	.25	.19		96	. 05		171	.05		97	678		
Washington99	1.6	. 25	.001	4.6		84.0	.25	.12		86			134	.04		92	294		
Vankton97	15.3	2.61	.011	3.4	40.6	37.9	1.78	2.09	20.64	5,586	2.65	.010	9,591	2.80	.008	627	5,961	.009	82
Ziehach94	2.7	.46	.002	3.5		63.8	.40	.31		267	.13		457	.13		168	730		1
STATE TOTAL	587.5		. 449	3.4	24.6	47.7	74.39	91.04	21.10	210,970		.374	343,140		.301	584	247,994	.372	83

For South Dakota City figures, see page 270.

NEBRASKA-County Data

dams99	25.2 11.8	2.03		3.2		22.5 62.1	2.88		22.30	10,373	2.01	.018	16,093	1.77	.014	639	3,702	.017	89
ntelope99							1.50	2.07		3,400	. 66	.006	5,462	.60	.005	464	7,971	.007	78
thur99	. 9	. 07				80.5	.15			109	.02		199	.02		224	1,330		***
inner99	1.4	.11				92.4	.19	.18		66	.01		128	. 01		93	1,448		***
laine99	1.4	.11	.001	3.6		77.6	.23	.16		281	.05		495	.05		354	1,072	.001	100
one99	11.1	.89	.009	3.5		59.3	1.08	2.04	18.00	3,163	.61	.006	5,401	.59	.005	487	3,250	.007	78
x Butte99	10.3	.83	.008	3.2	58.2	32.1	1.18	1.73	21.34	5,764	1.12	.010	8,576	.94	.008	832	2,779	.009	113
yd99	5.5	.44	.004	3.4		61.0	.61		13.21	1,720	.33	.003	2,801	.31	.002	510	2,227	.004	100
own99	5.1	.41		3.4		52.9	.77		17.63	2,075	.40	.004	3,013	.33	.003	596	2,474	.003	75
uffalo99	21.6	1.74	.016	-		36.9	3.07		18.24	9,609		.017	12,983	1.42	.011	601	7,001	.015	94
urt99	11.5	.92	.009	3.3		54.1	1.53	1.92	19.00	3,935	.76	.007	6,020	.66	.005	524	10,522	.007	78
ıtler99	11.8	.95	.009	3.2		58.4	2.05	1.61	14.90	2,616	.51	.005	4,972	. 55	.004	422	3,962	.006	67
18899	17.2	1.38	.013	3.1	25.1	43.7	2.63	2.33	16.20	3,769	.73	.007	7,060	.77	.006	411	7,005	.011	85
dar97	14.2	1.14	.011	3.7		63.1	1.51		16.99	3,909	.76	.007	6,006	.66	.005	422	9,606	.008	73
hase99	4.8	.39	.004			55.6	.70		19.15	2,320	.45	.004	3,545	.39	.003	732	3,931	.005	125
nerry99	8.3	. 67	.006	3.5		58.1	1.24	1.21	17.47	3,266	.63	.006	5,939	.65	.005	717	10,865	.006	100
neyenne99	9.7	.78	.007	3.5	35.6	46.9	1.05	1.40	22.00	4,509	.88	.008	7,257	.80	.006	747	5,713	.008	114
ay99	9.0	.72		3.0		51.5	1.61	1.54	13.50	2,113	.41	.004	4,673	.51	.004	522	3,508	.006	86
olfax99	9.7	.78		3.2	26.4	51.1	1.84	1.19	17.83	3,595	.70	.006	6,236	.68	.005	640	4,069	.007	100
ıming99	12.6		.010		18.5		1.85	1.61	19.50	4,457	.87	.008	7,772	.85	.007	615	12,469	.007	70
uster99	19.5	1.57	.015	3.3	13.1	61.7	2.62	3.51	16.64	6,775	1.32	.012	11,825	1.30	.010	606	9,953	.014	93
akota97	8.9	.72	.007	3.4	46.3	35.9	1.21	1.35	17.87	2,167	.42	.004	3,294	.36	.003	369	5,929	.005	71
awes99	9.1	.73		3.1	42.1	32.4	1.31	1.48	20.50	4,638	.90	.008	7,491	.82	.007	824	3,557	.008	114
awson99	16.6	1.32	.013	3.3	20.6	46.1	2.33	2.58	20.07	8,614		.015	11,432	1.25	.010	689	17,412	.016	123
suel99	4.9	.39				53.9	.44	.48	18.85	1,553	.30	.003	2,424	.27	.002	495	3,584	.003	7!
ixon97	10.1	.81	.008	3.5		60.7	1,19	1.57	16.36	2,440	.47	.004	4,615	.51	.004	457	7,493	.005	63
odge99	23.3				49.8	29.6	3.37	3.46	20.48	11,562		.020	16,033		.014	688	7,537	.018	100
ouglas (Omaha)99	253.2				90.4	3.0	32.58	35.80	28.51	144,838		.257	313,226			12.37	11,432	.230	120
undy172	4.6	.37				54.9	.62	.74	12.57					1		449			
illmore98	9.6		.007			54.5	1.72		17.56	1,456 2,682		.003	2,049 4,968	.22	.002	518	2,979 4,725	.003	100
ranklin98	6.7	.54	.005	3.1		55.5	1.09	1.16	13.61	1,859	.36	.003	4,478	.49	.004	665	2,589	.004	80
rontier99	5.4	.44	.004			66.3	.86	.94	15.18						.003	529			
		.70	.007							1,407	.27	.002	2,862	.31			2,752	.003	75
urnas99	8.7				20.0	47.1	1.45	1.57	13.83	3,135		.006	5,719	.63	.005	659	3,288	.008	114
age98	27.4		. 020		36.8		4.03	3.99		10,037		.018	16,892		.015	616	9,831	.019	9
iarden99	4.4	.36	.003	3.4	****	62.1	.55	.70	16.92	1,048	.21	.002	2,369	.26	.002	536	5,099	.003	10
iarfield99	3.0	.24	.002	3.5		59.8	.38	.51	15.07	987	.19	.002	1,411	.15	.001	472	1,406	.002	10
iosper99	3.0	.24	.002	3.5		76.4	. 45	. 55	13.51	646	.13	.001	887	.10	.001	294	1,393	.001	58
irant99	1.2		.001			42.9	.19	.14		735		.001	1,260		.001	1,047	2,990	.001	100
ireeley	6.0		.005			59.1	.64	1.01		1,478		.003	2,866		.003	480	2,169	.004	81
fall99		2.19	.021		69.5		3.44	4.39			2.73	.025		2.16	.017	722	5,595	.021	10
familton99	8.7	.70	.007	3.1		60.7	1.25	1.66	16.03	2,224	.43	.004	4,022	.45	.004	464	4,325	.005	7
larian98	6.4	.51	.005	3.3		55.2	.93	1.07	15.17	1,556	.30	.003	2,139	.23	.002	336	2,173	.003	6
layes99	2.6	.21	.002	3.6		82.5	.34	.41		232			552			215	1,982	.005	25
litchcock99	5.9		.004			51.0	.79		14.55	1,708		.003	2,754		.002		2,547	.004	10
lolt99	15.1		.012		15.3		2.20		18.03	4,508		.008	6,359		.006		7,693	.008	6
looker99	1.1	.09	.001	3.5		39.7	.16	.17	18.76	1,058	.21	.002	1,635	.18	.001	1,528	487	.001	10
leward99	7.5		.006			64.5	1.21	1.10	15.68	1,716	1	.003	3,029		.003		3,312	.004	6
efferson98		1.12		3.1	40.6		2.06		18.42	5,396		.010		1.03	.008	1	5,568	.010	9
ahnsan98	7.8			3.2		57.6	1.22		16.02	2,023		.004	3,640		.003		4,107	.004	
earney99	6.2			3.1		56.2	1.00		16.45	1,519	1	.003	2,985		.003		3,019	.004	
Ceith99	6.9	.55	.005	3.5	37.9	40.1	1.01	1.16	21.75	4,482	.87	.008	6,064	.67	.005	880	6,015	.008	18
Ceyapaha99	2.6	1		3.8		80.2	.42	.38		331	1	.001	644		.001		2,129	.001	
imball99	3.8			3.3	1	44.4	.49		18.45			.003			.002		2,271	.003	
										1,668			2,230			1			
nex99	15.0		.011		01 5	63.4	1.78		14.44	3,743		.007	5,631		.005		7,441	.008	
ancaster (Lincoln)98	98.0			3.0			13.13		26.60		9.60	.088		10.19	.081	1	8,634	.082	1
.incoln99	26.6	1		3.3			3.14		23.11		2.37	.022		1.84	.015		10,156	.020	
_ogan	1.5	.12	001	3.5		66.8	.21	. 24		410	.08	.001	848	.09	.001	561	1,228	.001	10

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NEBRASKA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ULATIO (Estima		142			NURE OF MES-194		RETAIL S	ALES-	A. W. 11000	EFFECTI		EST			ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	(in	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Loup	1.6	.13	.001	3.5		78.4	.21	. 25		203	.04		277	.03		174	1,030	.001	100
McPherson	1.1	.08	.001	3.4		83.9		.16		113	.02		142	.02		135	1,000		
Madison	23.1	1.86	.018	3.2	43.2	35.6		3.61	20.53	10,411	2.02	.018	13,406	1.47	.012	581	5,339	.015	83
Merrick	8.4	. 67	.006	3.2		52.4	1.21	1.42	16.15	2,770	.54	.005	4,851	. 53	. 004	579	5,088	.006	100
Morrill99	8.4	. 68	.006	3.7		52.8	.92	1.40	16.65	2,857	.55	.005	4,181	.46	.004	497	5,279	.006	100
Nance	6.7	.54	.005	3.5		56.0	.79	1.16	17.81	1,706	.33	.003	3,203	.35	.003	476	2,699	.004	80
Nemaha99	11.4	.92	.009	3.1	28.5	49.6	1.96	1.76	15.08	3,694	.72	.006	6,590	.72	.006	577	6,785	.007	78
Nuckolls98	9.3	.75	.007	3.2	25.4	51.2	1.33	1.64	15.78	2,759	.54	.005	4,861	. 53	.004	523	4,027	.006	86
Otoe99	17.3	1.39	.013	3.2	38.6	44.4	2.67	2.70	17.64	6,379	1.24	.011	10,289	1.13	.009	595	8,136	.012	92
Pawnee	7.6	.61	.006	3.2		63.0	1.19	1.16	14.91	1,947	.38	.003	3,249	.36	.003	427	4,160	.004	67
Perkins	4.8	.39	.004	3.5		64.6	.59	.76	17.45	2,095	.41	004	3,375	.37	.003	700	4,843	004	100
Phelps	7.4	.59	.006	3.0	39.8	45.7	1.18	1.33	22.10	3,690	.72	.006	5,736	. 63	.005	779	3,559	.007	117
Pierce	9.4	.76	.007	3.5		63.3	1.13	1.57	19.34	2,716	. 53	.005	4,074	.45	.004	433	5,130	.005	71
Platte 99	18.5	1.49	.014	3.7	37.8	47.5	2.54	2.43	21.02	7,125	1.38	.013	10,098	1.11	.009	546	5,321	.012	86
Polk	7.7	. 62	.006	3.2		63.1	1.21	1.26	16.60				3,115	.34	.003	403	3,688	.004	67
Red Willow	10.9	. 88	.008	3.2	52.0	32.1	1.56	1.74				.011	10,309	1.13	.009	943	2,147	.011	138
Richardson99		1.43	.014	3.3	32.0	43.3	2.38	2.92	18.00			.012	9,545	1.05	.008	536			79
Rock99	3.4	.27	. 003	3.6		65.3	. 49	. 53	15.73	1,180	.23	.002	1,931	.21	. 002	570	2,472	. 002	67
Saline98	13,	7 1.11	.010	2.9	20.2	48.3	2.77	1.84	18.20	4,429	.88	.008	7,138	.78	.006	520	5,684	.009	90
Sarpy99	10.0	. 81	.008	3.4		42.	1.50	1.14	19.4			.003	3,184	.35	.003	318	5,02	.004	50
Saunders99	18.3	3 1.4	.014	3.2	14.8	56.	2.84	2.31	17.0	1	1	.009	9,282	1.02	.008	507	10,180	.010	71
Scotts Bluff99	31.5	2 2.5	.024	3.5	44.7	37.	3.39	5.11	22.30		3.59	.033				832			0 83
Seward98		9 1.03	.010	3.2	19.5		1		17.13		1				1		1		
Sheridan 99	8.9	9 .7	.007	3.3		52.	1.34	1.37	17.60	4,669	.91	.00	6,768	3 .74	.000	764	6,64	.008	B 114
Sherman99		-1		1	1				15.70	.,									
Sloux99		-		3.5	1	84.				.,	1	1	-,			-	-,		-

			JLATIC Estima		342			NURE OF		RETAIL S		-1942 MATE		S/A		INCO	ME—1942 E	SAL ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	(in	% of State	% of U.S,A.	Dollars (in thousands)	% of State	of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	
Stanton99	6.3	.51	.005	3.5		70.6	.85	1.01	15.91	1,176	. 23	.002	2,240	. 25	.002	351	4,803	.003	60
Thayer98	11.0	. 89	.008	3.2		51.9	1.58	1.86	16.28	3,559	.69	.006	5,483	.60	. 005	497	4,222	. 007	83
Thomas99	1.3	.11	. 001	3.2		49.5	.24	.19	13.38	427	. 08	.001	697	.08	.001	517	790	.001	100
Thurston99	8.9	.72	.007	3.7		53.2	.92	1.53	14.49	2,226	.43	.004	3,781	.41	.003	423	4,725	.004	57
Valley99	7.4	.59	.006	3.2		57.7	1.01	1.30	15.85	2,096	.41	.004	3,327	.36	.003	452	3,742	.004	67
Washington99	10.7	. 86	.008	3.3	28.4	55.3	1.63	1.57	18.98	2,814	.55	.005	4,923	.54	.004	462	7,388	.004	50
Wayne99	9.6	.77	. 007	3.4	27.5	60.5	1.17	1.47	22.11	2,963	. 58	.005	4,797	. 53	.004	499	7,008	. 005	71
Webster98	7.2	. 58	.006	3.0		58.2	1.12	1.24	12.83	2,286	.44	.004	3,805	.42	.003	526	2,398	.005	83
Wheeler	1.8	.15	.001	3.8		79.6	.24	. 29		214	.04		433	.05		235	1,522	.001	100
York99	13.2	1.06	.010	3.1	36.2	48.3	2.10	2.18	18.74	5,335	1.04	.009	8,636	. 95	.008	655	5,208	.009	90
STATE TOTAL	1,243.0		.949	3.2	39.1	37.7	169.97	190.78	21.68	515,197		.913	911,760		.799	734	473,419	.901	95

For Nebraska City figures, see page 270.

KANSAS-County Data

		•			-	-													
Allen 105	17.0	1.04	.014	2.9	20.4	27.0	2 21	0.01		6 070	90	.011	10,312	.81	.009	576	4,742	.011	79
Allen105	17.9				36.4	37.2	3.21	2.81	13.54	6,078	.88								
Anderson105	10.5	.61	.008	3.1	22.4	55.0	1.77	1.64	13.32	3,065	.44	.005	5,488	.43	.005	521	4,535	.006	75
Atchison105	20.7	1.20	.016	3.1	56.9	32.1	3.14	3.07	20.21	7,403	1.07	.013	12,489	. 98	.011	603	5,714	.013	81
Barber107	8.4	.49	.006	3.2		46.8	1.30	1.28	16.82	3,690	. 53	.007	6,140	.48	. 005	728	9,095	.006	100
Barten	24.8	1.45	.019	3.3	51.0	29.3	3.24	3.55	24.98	11,644	1.69	.021	18,059	1.41	.016	728	5,531	.019	100
Baurbon	18.1	1.06	.014	2.9	50.4	39.3	3.17	3.18	15.21	7,123	1.03	.013	12,512	.98	.011	690	5,116	.012	86
Brown	14.9	.87	.011	3.0	35.1	49.8	2.49	2.59	14.62	5,492	.80	.010	10,306	.81	.009	693	9.869	.009	82
Butler107	31.0	1.81	.024	3.1	43.3		4.00	5.21	18.11	12,121	1.76	.021	19,861	1.55	.017	840	12,704	.020	83
Chase105	5.7	.33	.004	3.1	40.0	51.5	.92	.91	13.00	1,508	.22	.003	3,161	. 25	.003	552	5,473	.003	75
Chautauqua105	8.4	.49	.006	3.1		50.9	1.39	1.30		2,642	.38	.005	4,050	.32	.004	482	3,695	.005	83
Chamber 104	20.4	5 71	000	2 1	42.6	29.5	4 94	2 01	11 07	6 719	97	.012	11,526	.90	.010	392	5,008	.014	64
Cherokes104	29.4	1.71	.022				4.84	3.81	11.87	6,712							3,994		100
Cheyenne105	5.6	.32	.004	3.6		63.5	. 88	.71	15.97	1,961	.28	.003	3,436	.27	.003	617		.004	
Clark	3.3	.20	.003			47.3	. 56	.54	16.45	1,631	.24	.003	2,357	.18	.002	707	4,034	. 002	67
Clay	11.8	. 69	.009	3.1	34.0		2.14	1.82	16.37	5,166	.75	.009	8,432	. 66	.007	717	7,573	.008	89
Cloud105	14.2	.83	.011	3.1	36.3	42.4	2.47	2.53	18.64	6,454	.94	.011	10,799	.84	.009	759	6,654	.010	91
Goffey	11.2	.65	.009	3.0		58.4	2.00	1.68	13.55	3,607	. 52	.006	6,152	.48	.005	548	6,606	.006	67
Comanche	4.1	.24	.003	3.3		48.7	.62	.62	15.99	1,732	. 25	.003	3,045	. 24	.003	751	4,077	.003	100
Cowley	35.0	2.04	.027	3.0	58.4	24.7	4.96	6.14	17.22	15,021	2.18	.027	26,914	2.10	.023	769	10,034	.024	89
Crawford	42.9	2.49	.033	2.9	45.5	20.9	7.70	5.92	13.01	15,821	2.29	.028	29,227	2.29	.026	682	5,367	.028	85
Decatur105	6.7		.005			57.9	1.13		14.43	1,729	. 25	.003	3,836	.30	.003	574	2,395	.003	60
Dickinson	20.6	1.20	.016	3.1	41.3	40.7	3.63	3 00	19.05	8,106	1.17	.014	13,210	1.03	.012	642	10,704	.014	88
Deniphan	11.6	.67	.009			57.6	1.81	1.85		2,217	.32	.004	4,396	.34	.004	381	8.056	.005	56
			.019		57.2		4.11	3.78		11,831	-	.021	19,517		.017	777	6,682	.019	100
Douglas	25.1				31.2										.002	684	3,286	.004	100
Edwards107	5.8	.34	. 004			44.4	.95	. 89		1,919	. 28	.003	3,971	.31					
Elk107	7.2	.42	.005	2.9		52.7	1.24	1.23	12.35	1,861	. 27	.003	3,456	. 27	.003	481	4,130	.003	60
Ellis	16.9	.98	.013		36.5		2.03	1.90		6,155		.011	10,164	.79	.009	601	2,398	.010	77
Elisworth	9.1	.53	.007			45.7	1.47	1.20		2,780	.40	.005	5,414	.42	. 005	593	3,814	.006	86
Finney105	10.0	. 58	.008	3.2	62.3	31.2	1.22	1.48	20.49	5,935	.86	.010	9,915	.78	. 009	993	3,258	.009	113
Ford107	16.3	.95	.012	3.2	49.2	27.7	2.08	2.52	20.47	8,880	1.29	.016	14,471	1.13	.013	887	3,141	.013	108
Franklin105	18.0	1.05	.014	2.9	48.8	37.5	3.20	2.92	15.42	7,344	1.06	.013	12,790	1.00	.011	709	7,016	.013	93
Geary105	13.1	.76	.010	3.0	55.9	19.2	1.69	1.84	20.39	5,179	.75	.009	9,435	.74	.008	720	3,230	.008	80
Gove105	4.6		.003	3.8		64.1	.66	. 48		1,008	.15	.002	1,939	.15	.002	422	1,993	.002	67
Graham	5.4		.004			65.6	.77	. 80		1,048		.002	2,389	.19	.002	442	1,480	.003	75
Grant107	1.9	.11	.001			53.1	.20	. 29		562		.001	1,294	.10	.001	669	873	.001	108
Gray107	4.6		.003			57.8	.55	. 65		1,087	.16	.002	1,992	.16	.002	438	1,773	.002	67
Constant 105	1.5	00	801	3.4		48.4	.22	91		210	.05	.001	613	.05	.001	400	905	.001	100
Greeley	1.5		.001		99 1			. 21	12.24	319							7,436	.009	82
Greenwood107	14.8		.011		23.1		2.05	2.72		5,370		.010	9,622	.75	.008	651			-
Hamilton107	2.6		. 002			43.9	.35	. 36		1,032		.002	1,854	.14	.002	711	1,045	.002	100
Harper	10.4		.008		23.8		1.84	1.64		4,368	. 63	.008	8,371	. 65	.007	809	10,552	.008	100
Harvey107	20.9	1.22	.016	3.2	50.9	30.0	3.33	2.64	21.91	8,698	1.26	.015	14,369	1.12	.012	688	9,510	.014	88
Haskell107	2.0	.12	.002	3.4		55.2	.28	. 28	17.34	516	.07	.001	877	.07	.001	439	1,315	.001	50
Hedgeman	3.2	.19	.002	3.6		67.6	.46	.43	13.65	553	.08	.001	1,241	.10	.001	384	1,381	.001	50
Jackson	12.1	.70	.009	3.0	21.6	62.4	1.98	1.93	12.93	2,976	.43	.005	5,750	.45	.005	476	5,906	.006	67
Jefferson	11.1	. 65	.009	3.0		61.6	1.96	1.79	12.30	2,092	.30	.004	4,126	.32	.004	370	6,095	.005	56
Jewell	10.4			3.0		66.1	1.73	1.87		2,320	1	.004	4,564	. 36	.004	438	6,133	.005	63
Johnson	33.8	1.97	026	3.1	11.9	26.8	6.21	3.47	21.70	8,218	1.19	.014	13,422	1.05	.012	397	8,453	.016	62
Kearny107	2.5			3.3		54.9	.30	. 38		537		.001	1,072		.001	434	1,265	.001	50
	10.6			1	00 0							.006	5,989	- 3		566	9,737	.006	75
Kingman107	10.0	. 62	. 008	3.3	20.0	63.7	1.75	1.40	16.72	3,579	. 52	.000	0,303	.4/	.005	200	9,131	.000	



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CAPPER'S WEEKLY

Topeka, Kansas

KANSAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO Estimat	ed)	42			NURE OF MES-194		RETAIL S			EFFECTI	S/L	EST	INCO	ME—1942 E	SAL ADVER CONT	
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Kiowa107	4.5	.26	.003	3.3		52.6	.74	. 66	18.44	1,366	.20	.002	2,038	.16	.002	450	3,553	.003	100
Labette	35.5	2.06	.027		47.1	-	4.41		16.04		1	.018	19,178	1.50	:017	541	6,510	.018	67
Lane	2.8	.16	000	2.2				90	15 05	071	.13	.002	1,505	.12	.001	EAE	2,511	.002	100
		1	.002		40.0	54.4		.32			1				1000	545			
Leavenworth105	34.8				46.8	1		4.13			1	1	21,168	-	.019	608	6,199	.017	
Lincoln105	7.4	1	.006			62.8	1.26	1.05		1,732		1	3,011	.24	.003	406	4,962	.004	1
Linn105	10.8		-	-		62.8	1.99	1.66	11.23			1	5,451	.43	.005	507	5,013	.005	1
Logan	3.5	.20	. 003	3.4		47.5	.52	.44	15.52	1,080	.16	.002	2,318	.18	.002	671	1,242	.002	67
Lyon105	24.8	1.45	.019	3.1	49.9	35.5	4.07	3.62	19.91	10,815	1.57	.019	20,860	1.63	.018	840	10,433	.018	95
McPherson105	22.6	1.32	.017	3.2	29.8	44.4	3.69	3.02	22.29	8,909	1.29	.016	16,359	1.28	.014	723	12,790	.015	88
Marion107	17.2					54.2		2.37			.80		9,613		.009	559	12,171	.009	
Marshall	19.1	1	.015		19.3	-		2.95					11,027	.88	.010	579	10,294	.011	73
Meade	5.3	1	.004		18.3	52.3		.70			.29		3,410		.003	639	3,351	.004	1
Miami	18.0	1.04	.014	2.9	39.3	50.8	2.73	2.69	16.84	5,148	.75		8,943	.70	.008	498	6,424	.009	
Mitchell	10.4	.60	.008	3.1	33.2	45.6	1.70	1.47	16.56	4,257	.62	.008	8,166	.64	.007	787	3,733	.008	100
Montgomery	46.6	2.71	.036	3.0	69.8	20.9	7.21	7.44	17.31	19,879	2.88	.035	32,648	2.55	.029	700	5,721	.033	92
Morris105	9.1	.53	.007	3.1	27.7	54.2	1.57	1.40	15.25	2,729	.40	.005	5,406	.42	.005	592	6,396	.005	71
Morton107	2.1	1		3.2		39.3			12.32			1	1,785		.002	837	873	.002	100
Nemaha105	14.9	.87	.011	3.2		58.7	2.18	2.31	16.23	3,884	.56	.007	7.650	.60	.007	512	9,702	.008	73
Neosho105					AE S						1		.,	1					
	21.0				45.7			3.15		1			11,976		.010	569	5,729	.012	1
Ness105	6.4		1			56.8	1	. 83					3,003	.23	.003	468	2,041	.003	
Nerten	9.2	1			28.1	48.2		1.34	15.86				5,188	.41	.005	565	2,226	.005	
Osage	13.4	.78	.010	2.9		55.8	.272	1.91	11.56	3,510	.51	.006	5,899	.46	.005	441	7,489	.007	70
Osborne	8.6	.50	.007	3.1		53.7	1.47	1.39	14.70	2,709	.39	.005	5,313	.42	.005	616	4,199	.006	86
Ottawa	8.0	.47	.006	3.0		54.4	1.55	1.23	13.98	2,184	.32	.004	4,514	. 35	.004	561	6,763	.005	83
Pawnee	9.6			1	34.3	-		1.20					6,681	.52	.006	694	4,775	.006	
Phillips	9.5	1									1		5,467	.43	.005	574		.006	
Pettawatomie	13.0	1		1		55.2							7,160	1			-,		
Drate 400	40.0																		
Pratt107	10.7				53.4	-	1	1		1			9,574		.008	895		.010	
Rawlins	5.7		1			62.4			1				-,		.002		-,	.003	
Reno107	48.0	2.79		1	57.	25.1	7.70	7.07	20.41	25,731	3.73	1	40,584	3.17	.035	846	17,123	.036	
Republic	11.8	. 67	. 009	3.0	19.	7 59.1	2.15	1.85	15.65	3,400	.49	.006	5,423	.43	.005	471	7,127	.006	67
Rice107	15.7	.91	.012	3.1	26.	1 34.6	2.48	2.51	21.90	6,789	.98	.012	11,361	.89	.010	723	7,355	.012	100
Riley	21.5	1.27	.017	3.0	56.	8 32.0	2.92	3.16	25.00	11,048	1.60	.020	17,522	1.37	.015	802	6,758	.016	94
Reeks105	7.5			1									,						1
Rush	7.5		1	1	1			1					.,	1				1	
Russell				1									.,,	1	1				1
Saline	12.4	1			35.	1		1	1						.007	660	-		
Saline	27.6	1			71.	-	1	1		,		1				1	-,		
Sedgwick (Wichita)105							.47	. 52	20.64	1,426	.21			.17	.002	590	1,928		
accowick (Wichita) 107	170 (10.36	.138	2.9	80.	2 9.4	19.16	23.31	23.55	101,862	144 90	. 181	211,886		100	1,190	17,328	.129	96



You've got to have mud on your boots to do a real selling job to listeners like these. They can spot phoney farm talk and insincerity a mile away.

Here at WIBW we do have mud on our boots. It's reflected in our programs and in our speech. But boy, these 678,400 farm homes in our territory are the most loyal, responsive group that any advertiser could ask for . . . simply because they know that we're one of them. Let us prove it on a profits-to-you basis. Here's success to your sales program throughout Kansas and adjoining states with WIBW mud on your boots.

WIBW IN The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS REPRESENTED BY CAPPER PUBLICATIONS, INC. DETROIT CHICAGO KANSAS CITY SAN FRANCISCO SAN FRANCISCO

KANSAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO! Estimat		12		HOI	NURE OF		RETAIL S	ALES-		EFFECTIV		EST			SALI ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Seward	6.2	.36	.005	3.3	67.4	25.0	.71	1.03	19.41	4,179	.61	.007	6,798	.53	.006	1,100	2,410	.006	120
Shawnee (Topeka) 105	80.0	4.66	.061	2.9	74.2	10.4	13.09	13.28	24.35	50,819	7.36	.090	105,257	8.23	.092	1,316	7,474	.076	125
Sheridan105	4.7	.27	.003	3.8		70.9	.70	.56	15.48	940	.14	.002	2,088	.16	.002	448	2,340	.002	67
Sherman	6.0	.35	.005	3.3	51.5	41.3	.88	.86	19.83	2,709	.39	.005	5,099	.40	.004	849	2,132	.005	100
Smith	9.4	. 55	.007	3.0		62.9	1.68	1.52	13.50	2,305	.33	.004	4,557	.36	.004	486	3,915	.005	71
Stafford 107	9.7	. 57	.007	3.3		52.3	1.50	1.42	19.48	3,479	.50	.006	5,763	.45	.005	593	8,056	.008	96
Stanton	1.4	.08	.001	3.6		52.3	.17	.19		499	.07	.001	882	.07	.001	611	1,108	.001	100
Stevens	3.1	.18	.002	3.3		49.5	.34	.51	14.55	839	.12	.001	1,848	.14	.002	606	1,280	.002	100
Sumner	23.1	1.34	.018	3.1	27.7	40.5	3.78	3.82	16.85	8,118	1.18	.014	13,722	1.07	.012	594	17,348	.015	83
Thomas	6.3	.37	.005	3.3		44.6	.88	.87	19.40	2,870	.42	.005	4,411	.34	.004	697	3,083	.005	100
Trego	5.1	. 30	.004	3.6		61.4	.75	.71	15.95	1,455	.21	.002	2,543	.20	.002	497	1,697	.003	75
Wabaunsee	8.4	.49	.006	3.2		64.9	1.40	1.20	12.39	1,956	.28	.003	3,665	.29	.003	435	6,725	.004	67
Wallace172	2.1	.12	.006	3.3		55.1	.34	.28		527	.08	.001	1,479	.12	.001	711	1,467	.001	17
Washington	11.0	.64	.008	3.1		63.7	2.37	2.23	13.75	3,350	.49	.006	6,320	.50	.006	574	10,691	.006	75
Wichita105	2.1	.12	.002	3.5		56.7	.31	. 25		821	.12	.001	1,236	.10	.001	579	1,280	.001	50
Wilson105	16.1	.94	.012	3.0	38.9	39.8	2.57	2.68	14.39	4,576	.66	.008	7,795	.61	.007	485	4,937	.009	75
Weedsen	7.1	.41	.005	3.1	1	53.0	1.13	1.19	12.97	1,800	. 26	.003	2,810	.22	.002	395	2,893	.003	60
Wyandotte (Kansas City), , , 105	146.8	8.54	.112	3.1	83.7	4.4	21.18	19.37	20.4	59,988	8.69	.108	129,324	10.11	.113	881	3,240	.097	87
STATE TOTAL	1,718.5		1.312	3.1	41.9	33.0	260.49	250.61	18.7	690,134		1.224	1,278,720		1.121	744	574,095	1.125	88

For Kansas City figures, see page 270.

Before using these figures, see explanation page 11.

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 11 and following pages.

West North Central States—City Data

MINNESOTA—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATION 1942 imated)					RETAIL :	SALES -				EFFECT	SZ.		TIMAT		942
CITY	COUNTY	Total	% of	% of	Dollars	% of	% of			TORE GI			Dollars	%	% of		Per Capi	
		(in thou- sands)			(in thousands)			Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of	u.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Albert Lea	Freeborn	13.0	.49	.010	9,125	.79	.016	1,836		556	706		9,417	.44	.008	724	90	83
Austin	Mower	20.2	.76	.015	10,916	.95	.019	2,387	1,397		657	523	11,555	.54	.010	572	. 71	66
Bemidii	Beltrami	8.8	.33	.007	6,780	. 59	.012	1,323			486		5,995	.28	.005	681	85	78
Brainerd	Crow Wing	12.3	.46	.009	7,866	.68	.014	1,761		253	612	612	7,432	.35	.007	604	75	69
Duluth	St. Louis	101.5	3.79	.077	57,600	4.99	.102	14,589	7,606	6,753	4,483	2,170	99,840	4.65	.088	984	123	113
Fairmont	Martin	7.5	.28	. 006	6,098	. 53	.011	971		411	424	171	4,903	.23	.004	654	82	75
Faribault	Rice	14.5	.54	.011	6,606	.57	.012	1,232	853	418	567	231	7,553	.35	.007	521	65	60
Fergus Falls	Otter Tail	10.2	.38	.008	6,649	.58	.012	1,165	1,159	499	329	194	4,154	.19	.004	407	51	47
Hibbing	St. Louis	20.0	.75	.015	9,934	.86	.018	2,279	1,447	899	598	358	15,828	.74	.014	791	99	91
Mankato	Blue Earth	15.71	.59	.012	14,494	1.26	.026	2,292	2,170	1,412	1,076	488	13,759	.64	.012	879	110	101
Minneapolis	Hennepin	510.0	19.06	.389	335,400	29.07	. 594	74,348	71,636	31,933	31,237	13,910	682,300	31.78	.598	1,338	167	154
Montevideo	Chippewa	5.2	.19	.004	4,837	.42	.008	837	650		370	102	6,263	.29	.006	1,204	150	138
Moorhead	Clay	9.5	.35	.007	6,038	.52	.011	1,439		371	1.094	144	7.078	. 33	.006	745	93	86
New Ulm	Brown	8.7	.33	.007	5,330	.46	.009	1,007	517	477	583	203	8,445	.30	.006	741	92	85
Owatonna	Steele	9.0	.34	.007	5,548	.48	.010	897		225	412	170	5,196	.24	. 005	577	72	66
Red Wing	Goodhue	10.0	.37	.008	6,024	. 52	.011	1,212	457	291	493	169	7,223	.33	.006	722	90	83
Rochester	Olmsted	26.3	.98	.020	17,972	1.56	.032	2,646	2,698	1,928	1.718		19,028	.89	.017	723	90	83
St. Cloud	Benton-Sherburne-																	1
	Stearns	24.2	.90	.018	13,932	1.21	.025	2,950	2,522	871	963		15,344	.71	.013	634	79	73
St. Paul	Ramsey	295.8	11.05	.226	202,500	17.55	.359	43,158	56,516	15,392	17,389	6,576	360,654	16.80	.316	1,219	152	140
Se. St. Paul	Dakota	12.8	.48	.010	6,648	. 58	.012	1,573	145	78	1	189	8,116	.38	.007	-634	79	73
Thief River Falls	Pennington	6.5	.24	.00!	5,014	.43	.009	828	1,115	175	459	184	3,355	.16	.003	516	64	59
Virginia	St. Louis	12.3	.46	.009	8,492	.74	.015	2,065	1,194	722	625	172	12,726	.59	.011	1,035	129	119
Willmar	Kandiyohi	10.0	.37	.001	6,156	. 53	.011	1,084		291	420		7,227	.34	.006	723	90	83
Winona	Winona	22.0	.82	.01	12,496	1.0	.022	2,952	1.879	876	1,132	139	18,762	. 87	.016	853	106	98
Worthington	Nobles	6.5	.24	.00	5,964	.57	.010	819			337		2,683	.12	.002	413	52	47
TOTAL ABOVE CIT	IES	1,192.5	44.55	.91	778,419	67.4	1.380	167,650	153,961	64,833	67,976	26,70	5 1,342,836	62.54	1.177	1,126	140	129
STATE TOTAL		2,676.2		2.04	2 1,153,804		2.046						2,147,100		1.882	802		. 92

†1940 Census. *Withheld to avoid disclosure.

exclu-MENT.

ISING OLS

Quality of Market Index

17

75 60 87

ENT

For Minnesota County figures, see pages 250, 252.

IOWA—City Data

	ass	13.0	.53	.010														
Atlantic Ca	ass				9,742	.98	.017	2,053	1,081	455	1,052	311	14,133	.77	.012		145	125
		5.81	.24	.004	5,383	.54	.010	988	486	419	291	148	5,843	.32		1,007	134	116
	oone	11.9	.49	.009	7,532	.76	.013	1,586	688	504	520	216	11,684	.64	.010	982	131	113
	les Moines	41.5	1.70	.032	15,468	1.55	.027	3,740	2,220	1,137	911	730	30,636	1.67	.027	738	98	85
Carroll Ca	arroll	5.2	.21	.004	4,922	.49	.009	668	470	420	530	92	4,897	.27	.004	942	126	108
	lack Hawk	10.0	.41	.008	5,396	.54	.010	1,244			461	206	6,942	.38	.006	694	93	80
	inn	65.8	2.69	.050	48,200	4.84	.085	8,365	8,819	4,327	3,127	2,753	87,278	4.76	.077	1,326	177	152
Centerville A	ppanoose	8.41	.34	.006	5,032	.51	.009	1,161			279	223	6,265	.34	.006	745	99	86
Charles City Fi	loyd	8.7	.36	.007	4,988	.50	.009	1,056	457	298	289	172	6,121	.33	.005	704	94	81
Cherokee Ci	cherokee	7.1	. 29	.005	4,857	.49	.009	1,023	•	299	412	139	4,858	.26	.004	684	91	79
Clinton C	Clinton	29.1	1.19	.022	14,404	1.45	.026	3,476	1,976	981	1,169	474	31,251	1.70	.028	1,074	143	123
Council Bluffs P	ottawattamie	41.5	1.70	.032	17,237	1.73	.031	4,502	2,060	1,246	1,215	905	40,503	2.21	.036	976	130	112
Davenport So	icott	72.0	2.95	. 055	44,100	4.43	.078	9,126		4,278	3,328	1,490	86,028	4.69	.076	1,195	159	137
Des Moines P	olk	168.5	6.89	.129	102,600	10.30	.182	18,732	19,241	9,959	7,140	4,673	230,763	12.58	. 202	1,370	183	157
Dubuque D	Oubuque	44.9	1.84	.034	26,782	2.69	.047	5,398	6,019	1,817	2,130	639	46,850	2.55	.041	1,043	139	120
Fort Dodge W	Webster	21.5	.88	.016	17,758	1.78	.031	2,906	3,220	1,502	1,003	518	25,263	1.38	.022	1,175	157	135
Fort Madison L	.00	15.0	.61	.011	5,298	.53	.009	1,221	568	366	345	218	12,374	.67	.011	825	110	95
lowa City Jo	lohnson	17.2	.70	.013	14,072	1.41	.025	2,744			1,205	558	17,439	.95	.015	1,014	135	116
Kenkuk L	.00	15.6	.64	.012	7,613	.76	.013	1,800	981	676	547	322	14,527	.79	.013	931	124	107
	Marshall	16.5	. 67	.013	12,334	1.24	.022	2,596		873	772	233	19,314	1.05	.017	1,171	156	134
Mason City C	Cerro Gordo	27.1	1.11	.021	18,821	1.89	.033	3,253		1,747	1,020	741	27,454	1.50	.024	1,013	135	116
	Muscatine	18.2	.75	.014	10,102	1.02	.018	2,369	1,336	637	699	252	18,218	.99	.016	1,001	133	115
Newton J.	lasper	13.0	.53	.010	6,194	.62	.011	1,285		286	381	262	10,112	.55	. 009	778	104	89
Oelwein F	Fayette	7.8	.32	.006	5,109	.51	.009	919	598	431	297	127	8,210	.45	.007	1,053	140	121
	Mahaska	10.5	.43	.008	6,681	. 67	.012	1,065	*	484	435	276	10,440	.57	.009	994	133	114
Ottumwav	Wapelio	33.0	1.35	.025	15,960	1.60	.028	3,708			1,136	741	28,079	1.53	.025	851	113	98
Shenandoah P	Page	6.81	.28	.005	7,205	.72	.013	1,014	895	367	303	276	10,572	.58	.009	1,544	206	177
	Woodbury	81.0	3.31	.062	51,750	5.19	.092	10,298	*	3,836	4,514	2,143	119,606	6.52	.105	1,477	197	170

IOWA-City Data-(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated	.				SM	SALES-				EFFEC1		ES			942
CITY	COUNTY	Total	%	%	Dollars	%	%			TORE GI			Dellars	%	%		Per Capi	ita
		(in thou- sands)	of	of	(in thousands)	of	u.S.A.	Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in thousands)	of	of U.S.A.	Doll- ars		Ratio U. S. J
Spencer	Clay Buena Vista	6.1 5.0	.25	.005	7,151 5,270			970 923	424	580 319	381 307	269 132	7,185 6,793	.39	.006	1,178 1,359	157 181	135 156
Waterloo	Black Hawk Hamilton	60.7 6.6	2.48		39,361 4,977		10000	7,884 1,046	6,865	3,433 389	2,814 373	1,520 154	60,715 7,067	3.31	.054	1,000	133 143	115 123
TOTAL ABOVE CIT	IES	895.0	36.61	. 683	552,299	55.44	. 979	109,119	58,404	42,066	39,486	21,913	1,017,420	55.46	.893	1,135	151	130
STATE TOTAL		2,444.9		1.867	996,205		1.766						1,834,580		1.608	750		88

†1940 Census.
*Withheld to avoid disclosure.

For lowa County figures, see pages 252, 254, 256.

MISSOURI-City Data

Cape Girardeau	Cape Girardeau	19.4†	.52	.015	10,980	.81	.019	2,008	1,438	1,300	390	597	21,289	.78	.019	1,096	150	120
Carthage	Jasper	12.0	.32	.009	5,654	.42	.010	1,406	610	281	233	315	13,476	.49	.012	1,123	153	129
Clayton	St. Louis	13.1†	.35	.010	9,138	.68	.016	4,693	162	261	414	642	12,401	.45	.011	949	130	109
Columbia	Boone	18.4	.49	.014	12,593	.93	.022	2,460	1,537	1,071	991	882	22,708	.83	.020	1,234	169	142
Hannibal	Marion	20.9	. 56	.016	9,282	. 69	.017	2,348	•	833	737	470	16,531	. 60	.014	791	108	91
Independence	Jackson	24.0	.64	.018	10,075	.75	.018	2,377	1,404	233	272	801	32,821	1.20	.029	1,368	187	157
Jefferson City	Cole	23.5	. 63	.018	12,537	.93	.022	2,704			959	•	20,274	.74	.018	863	118	99
Jeplin	Newton-Jasper	42.0	1.13	.032	23,320	1.73	.041		3,956	1,635		992	51,550	1.89	.045	1,227	168	141
Kansas City	Jackson	431.1	11.54	. 329	293,700	21.75	. 521	49,204	75,000	38,244	20,743	19,565	501,760	18.36	.440	1,164	159	134
Kirksville	Adair	9.5	.25	.007	6,097	.45	.011	1,308		458	342		9,967	.37	.009	1,049	143	120
Maplewood	St. Louis	12.9†	.34	.010	10,327	.76	.018	3,265	527	1,056	386	526	14,077	. 52	.012	1,093	149	125
Mexico	Audrain	9.3	.25	.007	4,961	. 37	.009	1,325		353	108	249	9,782	.36	.009	1,052	144	121
Moberly	Randolph	12.9	.35	.010	5,995	.44	.011	1,502	958	725	370	279	12,591	.46	.011	975	133	112
No. Kansas City	Clay	2.71	.07	.002	5,813	.43	.010	745		•	98	•	3,543	.13	.003	1,318	180	151
Poplar Bluff	Butler	12.0	.32	.009	6,208	.46	.011	1,150	783	473	273	287	10,857	.40	.010	905	124	104
St. Joseph	Buchanan	75.0	2.01	. 057	38,500	2.85	.068	8,124	5,750	4,229	2,445	2,804	79,016	2.89	.069	1,054	144	121
St. Louis	St. Louis	851.0	22.79	. 650	495,000	36.66	.878	106,479	103,546	46,192	44,376	19,319	1,077,148	39.40	.944	1,266	173	145
Sedalia	Pettis	33.3	.89	. 025	9,557	.71	.017	1,997		828	671		15,026	. 55	.013	451	61	52
Sikesten	Scott	10.0	.27	.008	5,003	.37	.009	1,020	555	333	179	253	7,181	. 26	.006	718	98	82
Springfield	Greene	64.9	1.74	. 050	34,750	2.57	.062	7,037	5,249	3,916	1,817	2,269	54,472	1.99	.048	839	115	96
University City	St. Louis	33.0	. 89	. 025	7,641	. 57	.014	3,878	168	390	521	943	37,831	1.38	.033	1,146	157	132
Webster Groves	St. Louis	20.4	. 55	.016	7,414	. 55	.013	2,778	212	73	124	537	14,184	. 52	.012	695	95	80
TOTAL ABOVE CIT	IES	1,751.3	46.90	1.337	1,024,525	75.88	1.817	207,808	201,855	102,884	76,449	51,730	2,038,485	74.57	1.787	1,164	159	134
STATE TOTAL		3,734.5		2.851	1,350,150		2.394						2,733,750		2.397	732		84

‡Independent City. †1940 Census. "Withheld to avoid disclosure,

For Missouri County figures, see pages 256, 258, 260.

NORTH DAKOTA-City Data

				-			1	- 1		1	-	1		-	-	1	İ	
Bismarck	Burleigh	14.0	2.36	.011	10,957	5.68	.020	1,792	1,718	835	•	482	15,482	4.76	.013	1,107	202	127
Devils Lake	Ramsey	6.2	1.05	.005	5,276	2.74	.009	934	963	206	400	146	5,836	1.79	.005	941	171	108
Fargo	Cass	30.0	5.06	.023	28,100	14.58	.050	4,412	*	2,792	2,334	815	52,052	15.98	.046	1,735	316	199
Grand Forks	Grand Forks	18.7	3.16	.014	15,350	7.97	. 027	2,236		1,708	1,343	465	28,012	8.60	. 025	1,498	273	172
Jamestown	Stutsman	8.5	1.43	.006	5,844	3.03	.010	1,047	369	551	527	164	9,137	2.81	800.	1,075	196	123
Minot	Ward	16.2	2.73	.012	11,140	5.78	. 020	1,938	•	•	1,080	612	19,686	6.04	.017	1,215	221	139
TOTAL ABOVE CIT	IES	93.6	15.79	.071	76,667	39.78	.136	12,359	3,050	6,092	5,684	2,684	130,205	39.98	.114	1,391	253	16
STATE TOTAL		593.0		. 453	192,711		.342						325,755		. 286	549		6

†1940 Census.
*Withheld to avoid disclosure.

For North Dakota County figures, see page 260. Before using these figures, see explanation page $11.\,$

A STITCH IN TIME

If you haven't read the explanation beginning on page 11, why not read it now, before using the data on this page? It will save you a great deal of time, for it provides sources of all figures, an explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.

HAVING HEART * TROUBLE?

For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.

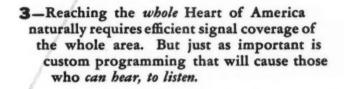
256.

260.

NT

1—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.

2—Obviously, unless both rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.



4—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) throughout both halves of the Heart of America.

Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

Reart (of America) trouble of a sales nature should be treated by KMBC.

2 0 E

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS

			LATIO 1942 timated					RETAIL					EFFECT		TEN	G INC		1942
CITY	COUNTY	Total	% of	%	Dollars	%	%			TORE GI			Dollars	% of	%		Per Cap	oita
		(in thou- sands)		of	(in	10	U.S.A.	Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in		of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Aberdeen	Brown	16.7	2.84	.013	10,811	5.12	.019	1,902	1,710	1,098	675	309	16,176	4.71	.014	969	166	111
Huron	Beadle	10.0	1.70	.008	6,657	3.16	.012	1,434		564	461		9,082	2.65	.008	908	155	104
Mitchell	Davison	10.6	1.81	.008	7,610	3.61	.013	1,044	942	736	557		9,437	2.75	.008	890	152	102
Rapid City	Pennington	17.5	2.98	.013	12,051	5.71	. 021	2,241		711	811	555	12,425	3.62	.011	710	122	82
Sioux Falls	Minnehaha	44.0	7.49	. 033	40,650	19.27	.073	7,293	•		3,090	1,283	48,325	14.08	. 043	1,098	188	126
Watertown	Codington	11.4	1.94	.009	7,870	3.73	.014	1,160	1,274	380	468		9,005	2.63	.008	790	135	91
Vankton	Yankton	7.0	1.19	.005	4,816	2.28	.009	770	903	248	352	•	5,708	1.66	.005	815	140	94
TOTAL ABOVE CIT	IES	117.2	19.95	. 089	90,465	42.88	.161	15,844	4,829	3,737	6,414	2,147	110,158	32.10	. 097	940	161	108
STATE TOTAL		587.5	1	.449	210,970		.374						343,140		.301	584		67

[&]quot;Withheld to avoid disclosure.

NEBRASKA-City Data

Beatrice	Gage	10.7	.86	. 008	7,231	1.40	.013	1,650	997	*	380	444	12,913	1.42	.011	1,207	164	138
Columbus	Platte	7.0	. 53	.005	5,679	1.10	.010	1,300	732	368	510	233	7,376	.81	.006	1,054	143	121
Fremont	Dodge	14.6	1.17	.011	8,779	1.71	.016	1,770		846	569	291	13,287	1.46	.012	910	124	104
Grand Island	Hall	24.0	1.93	.018	12,661	2.46	.022		2,368	927	1,026	440	17,941	1.96	.016	748	102	86
Hastings	Adams	15.2	1.22	.012	9,438	1.83	.017	2,075	1,502		559	336	15,695	1.72	.014	1,033	141	119
Kearney	Buffalo	10.5	.84	.008	6,824	1.33	.012	1,154		471	322	243	9,928	1.09	.009	946	129	109
Lincoln	Lancaster	85.0	6.84	.065	43,500	8.44	.077	9,222	9,535	3,725	2,412	1,925	90,896	9.97	.080	1,069	146	123
McCook	Red Willow	6.3	.51	.005	5,007	.97	.009	900	768		301	170	7,259	.80	.006	1,152	157	132
Norfolk	Madison	10.1	.81	.008	7,817	1.52	.014	1,462	1,362	598	511	191	11,311	1.24	.010	1,120	153	129
North Platte	Lincoln	12.4	1.00	.010	9,779	1.90	.017	1,985	1,219	699	774	427	13,428	1.47	.012	1,083	148	124
Omaha	Douglas	233.0	18.75	.178	141,750	27.51	.251	33,206			14,569	6,215	306,096	33.57	. 268	1,314	179	151
Scottsbluff	Scotts Bluff	12.0	.97	.009	11,338	2.20	.020	2,057	1,659	644	713	381	14,086	1.54	.012	1,174	160	135
TOTAL ABOVE CIT	IES	440.8	35.46	.337	269,803	52.37	.478	56,781	20,140	8,278	22,646	11,296	520,216	57.05	. 456	1,180	161	136
STATE TOTAL		1,243.0		.949	515,197		.913						911,760		.799	734		84

[&]quot;Withheld to avoid disclosure,

KANSAS-City Data

Arkansas City	Cowley	16.0	.93	.012	7,829	1.14	.014	3,459	2,649	453	587	545	12,685	.97	.011	793	107	91
Atchison	Atchison	13.0	.76	.010	7.027	1.02	.012	3.346		877	741	607	11,859	.93	.010	912	123	105
Chanute	Neoshe	10.3	.60	.008	6,158	.89	.011	2.685		763	592	404	10,150	.79	.009	985	132	113
Coffeyville	Montgomery	20.5	1.19	.016	9,705	1.41	.017	4,459	2,694	1.315	829	733	18,297	1.43	.016	893	120	102
Dodge City	Ford	8.5†	.49	.006	7,882	1.14	.014	2,894	2,956	•	916	552	9,152	.72		1,078	145	124
El Derado	Butler	10.9	.64	.008	7,180	1.04	.013	2,969	1,434	639	446	158	10,178	.80	.009	934	126	107
Emperia	Lyon	13.0	.78	.010	9,327	1.35	.017	3,684		908	952	854	14,001	1.10	.012	1,077	145	124
Fort Scott	Bourbon	10.0	. 58	.008	6,614	.96	.012	2,701	1,013	•	604	527	11,765	.92	.010	1,177	158	135
Garden City	Finney	6.6	.39	. 005	5,855	.88	.011	1,968	919	391	•	292	6,385	. 50	.006	967	130	111
Great Bend	Barton	10.2	.59	.008	7,228	1.05	.013	2,597	2,194	718	470	517	9,327	.73	.008	914	123	105
Hutchinson	Reno	32.0	1.86	.024	22,461	3.25	.040	7,418	6,731	2,736	1,976	1,511	33,061	2.59	.029	1,033	139	119
Independence	Montgomery	14.6	.85	.011	7,818	1.13	.014	3,527	1,650	986	577	473	13,704	1.07	.012	939	126	108
Kansas City	Wyandotte	129.5	7.54	.099	54,300	7.87	.096	14,706	4,935	2,682	3,252	2,997	124,465	9.73	.109	961	129	110
Lawrence	Douglas	24.0	1.40	.018	10,689	1.55	.019	4,113			1,233	946	15,775	1.23	.014	657	88	75
Leavenworth	Leavenworth	21.5	1.25	.017	8,769	1.27	.015	3,638	•	•	982	771	18,310	1.43	.016	852	115	98
McPherson	McPherson	7.1	.41	.005	5,571	.81	.010	2,248	944	480	436	583	7,655	.60	.007	1,078	145	124
Manhattan	Riley	14.0	.81	.011	9,229	1.34	.016	3,569		825	783	810	13,428	1.05	.012	959	129	110
Newton	Harvey	11.01	. 64	.008	7,180	1.04	.013	3,008	1,790	493	1,369	270	11,260	.88	.010	1,019	137	117
Ottawa	Franklin	11.0	.64	.008	6,233	.90	.011	2,631	•	768	466	562	10,219	.80	.009	929	125	107
Parsons	Labette	20.7	1.21	.016	7,782	1.13	.014	3,112	1,869	978	565	599	14,653	1.15	.013	708	95	81
Pittsburg	Crawford	19.0	1.11	.015	11,537	1.67	.020	4,742	2,734	1,468	827	926	21,118	1.65	.019	1,111	149	128
Salina	Saline	22.0	1.28	.017	15,742	2.28	.028	5,799	*	2,269	1,617	1,278	23,121	1.81	.020	1,051	141	121
Topeka	Shawnee	70.0	4.07	.054	41,500	6.01	.074	9,511	6,256	3,819	2,394	2,116	95,931	7.50	.084	1,370	184	157
Wichita	Sedgwick	165.0	9.60	.126	95,500	13.83	.169	18,611	14,408	•	6,421	4,555	194,656	15.22	.171	1,180	159	135
Winfield	Cowley	9.5	. 55	. 007	6,908	1.00	.012	2,531	*	887	778	426	12,221	.96	.010	1,286	173	148
TOTAL ABOVE CIT	IES	689.9	40.15	. 527	386,024	55.96	. 685	119,926	55,176	24,455	29,813	24,012	723,376	56.56	. 634	1,047	141	121
STATE TOTAL		1,718.5		1.312	690,134		1.224						1,278,720		1.121	744	100	85

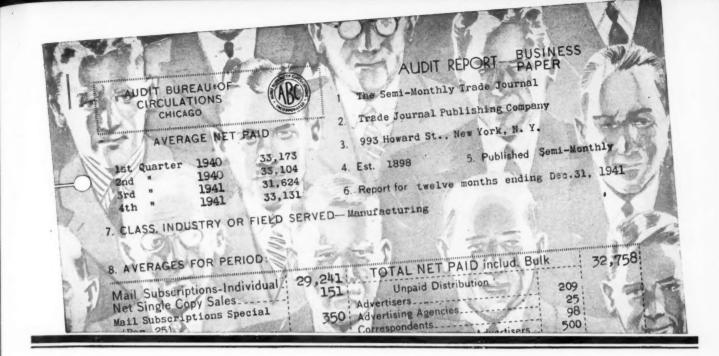
^{†1940} Census. *Withheld to avoid disclosure.

For South Dakota County figures, see pages 261-262.

For Nebraska County figures, see pages 262, 263, 264.

Before using these figures, see explanation page 11.

For Kansas County figures, see pages 264, 265, 266.



Advertisers-See what you buy!

Candid camera-like views of readers, publishers' selling methods and distribution of publications help space buyers protect advertising investments.

To careful space buyers an A.B.C. circulation report is like a set of action photographs. Figuratively, every paragraph is a picture of the facts and methods that have a bearing on the value of the circulation to the advertisers' business.

Here is some of the information that the buyer of business paper advertising is able to visualize with the help of A.B.C. reports:

In Paragraph 8 he sees a picture of an interested audience—the total paid circulation. Paragraph 10 shows

the same audience in groups classified by business or occupation. By means of Paragraph 11, the advertiser sees the circulation by States or Provinces and is thus able to check the distribution of his sales message with his markets. Paragraphs 15, 16 and 17 give a picture of the publication's sales methods and show how

the circulation was obtained. Paragraph 21 shows the subscribers who are in arrears. Subscribers who renew their subscriptions are seen in Paragraph 22. These are only the high spots in the complete circulation picture that is presented in every A.B.C. report.

In these reports the buyer of advertising also visualizes the experienced A.B.C. auditors making a thorough, annual check of publisher's circulation records, the advertiser's assurance that he will get what he pays for. Apply media to markets accurately and economically

> and protect advertising investments by using this up-to-date and seewhat-you-buy method of media selection.

> This business paper is a member of the AUDIT BUREAU OF CIRCU-LATIONS. Ask for a picture of our circulation as shown by our latest A.B.C. report.

SEND THE RIGHT MESSAGE TO THE RIGHT PEOPLE

Paid subscriptions and renewals, as defined by A.B.C. standards, indicate a reader audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.

Sales Management

Member of the Audit Bureau of Circulations

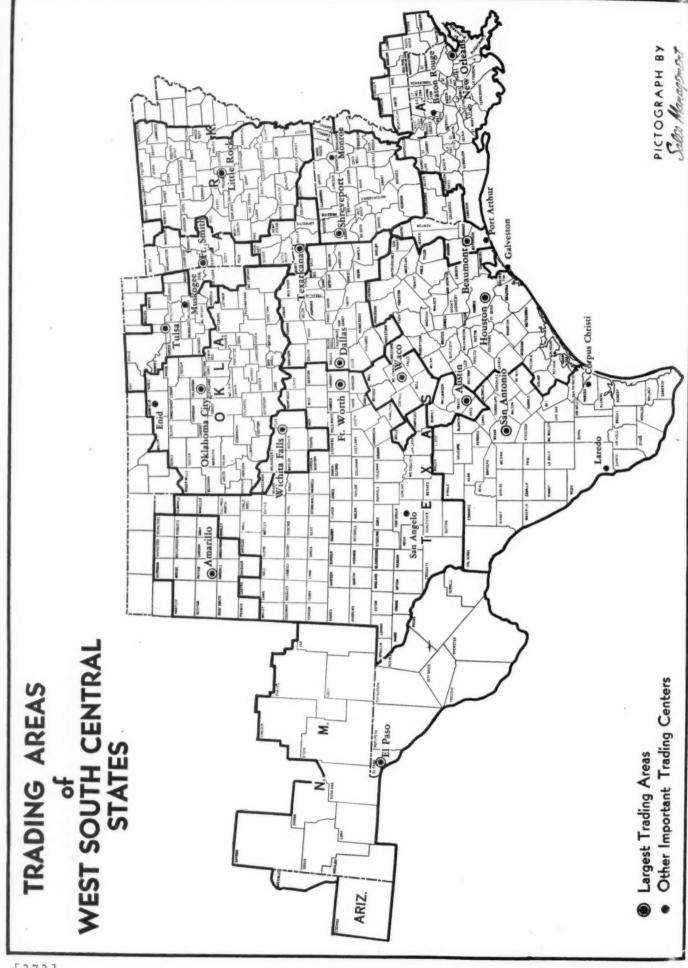


Ask for a copy of our latest A. B. C. report

A. B. C. = AUDIT BUREAU OF CIRCULATIONS = FACTS AS A MEASURE OF CIRCULATION VALUES

MAY 10, 1943

[271]



West South Central States—County Data

ARKANSAS—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

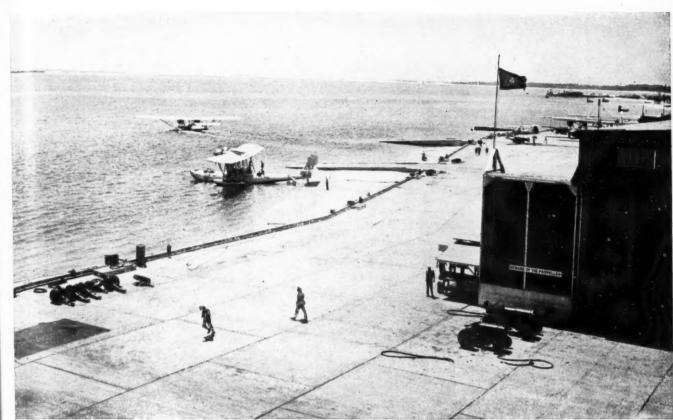
			ULATIO Estimat	ted)	142		HOI	NURE OF MES-194		RETAIL S	ALES- ESTIM		EFFECTI		EST			SAL ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Qual of Mark Inde
rkansas151	23.7	1.20		3.4	23.0	54.7	2.56	3.89	9.81	5,803	1.57	.010	9,864	1.49	.009	417	9,482	.010	56
shley 151	27.4			3.5	18.3		1.89	4.90	10.69	3,852		.007	6,595	.99	.006	240	4,727	.011	52
axter151	11.5	. 59	.009	3.6		71.0	1.39	1.13	12.00	1,005	.27	.002	2,150	.32	.002	186	1,535	.003	33
enton150	34.7	1.77	. 027	3.1	17.5	62.5	5.68	4.42	11.34	5,910	1.60	.010	10,510	1.58	.009	303	9,463	.011	4
oone151	14.7	.75	.011	3.4	26.7	59.7	2.42	1.80	13.61	3,490	.94	. 006		.91	.005		2,724		5
Bradley	17.4				13.9		1.99	2.50	9.23	3,263	.88	.006	5,609	. 85	.005	322	2,078	.008	6
alhoun151	8.5	.43	.007	3.8		70.9	1.19	1.08	6.23	650	.18	.001	1,618	.24	.003	189	1,434	.003	4
arroll	13.6	.69	.010	3.2		68.8	2.43	1.63	10.07	1,792	.48	.003	3,411	.51	.003	251	3,389	.004	4
hicot	23.8	1.21	.018	3.2	11.2	70.0	2.18	5.23	7.55	3,404	.92	.006	6,500	.98	.006	273	6,686	.007	3
lark151	24.7	1.26	.019	3.6	20.8	53.1	2.74	3.37	8.38	3,913	1.06	.007	6,799	1.02	.006	275	3,813	.008	4
Clay102	27.5	1.40	. 021	3.7		69.7	2.83	4.13	10.14	2,878	.78	.005	5,648	. 85	.005	205	8,215	.007	3
Geburne151	12.5	. 63	.010	3.7		76.3	2.02	1.17	8.82	1,086	.29	.002	2,265	.34	. 002	182			3
Cleveland	11.5	. 59	.009	3.8		76.2	1.34	1.58	5.61	871	.24	.002	1,874	.28	.002	163	1	.003	3
columbia155	29.2	1.49	.022	3.5	14.5	68.4	2.96	4.45	14.24	4,842	1.31		1		1		4,944	.009	4
Conway151	20.0	1.02	.015	3.8	21.4	64.9	2.26									-	3,738		
craighead	45.4	2.31	.035	3.7	24.8	59.1	4.28	7.30	14.14	8,678	2.34	.015	18,260	2.75	.016	402	12,317	.017	4
crawford	25.5	1.30	.019	3.6	22.7	50.4		1		2,912		1				1			3
Crittenden	44.4		1	1	7.9	1		1		6,337				1	1	1			8
cross143	26.1	1	1		13.9		1						,		1	1	8,205		3
Dallas	13.8	1		3.7	1	47.9										1			1
Desha	29.8	1.51	. 023	3.3	13.5	67.6	1.81	5.32	10.08	9 305		000	0.000	04	000	1000			
Drew	21.2			1	18.4	1				3,385 2,739	1							.008	1
Faulkner	25.0	1			22.3			1				1		1					1
Franklin	14.1		1		1	1		1		3,696			6,969		1	1			3
ulton151	9.5	. 8		1		81.6				1,641 550	1		-,						
Garland	43.0	2.19	. 033	3.0	51.3	18.7	4.77	0.75	10.00	12 240	2 00	.024	05.057		000				
Grant	10.2	-		1	01.6	62.7				13,340									
Greene143	29.0	1	1		23.4					1,104						1			
Hempstead	31.3				22.8					4,096			.,			1			3
Hot Spring	19.2			3.6		66.6			11.34	5,203 2,396					.007		5,691 2,198	.008	
Howard	16.0	-	010	2.0	10.7			0.00	10.00										
Independence	15.2				16.7		1			2,668			1	1	. 004			.005	7
					20.5	1				3,772			-,	1		1	-,	•	3
Izard	11.3			1		80.8				1					. 002	1			1
Jackson	24.1 74.5	1 1.23		1	16.4			1		4,041 14,725	1	1	1	1.05	1		1		5
fab des	40.0		-																
Johnson	17.2			1	16.6	67.5	1	1					1						-
Lawrence	21.6						1	1			1		1				1		1
					10.	68.6								.80			1		1
Lee	28.1 19.4	1		1	16.6	02 /	1	1				1	.,	.92		1			1
Listle Diseas																			
Little River		1				1		1	1			1	1		1	-	-,		ă.
Logan					13.2	60.7		1	1				1	1		1	1	.008	1
Lonoke	30.4	1		1		77.3			1						1	1	1		1
Madison			1	3.7		WO 1				662									
	8.2	. 42	.000	3.6		78.	1.41	.93	6.56	422	.11	.001	1,276	.19	.001	156	1,509	.001	1
Miller155	36.7	1.87	.028		37.1	47.4	3.37	4.99	12.94	8,177	2.21	.014	14,063	2.12	.012	383	4,401	.012	4
Mississippi	81.6	4.15	. 062	3.5	17.3	71.6	3.69	16.20	12.43	17,247	4.66	. 031	1		1	1	1		1
Monroe	20.5	1.04	.016	3.4	28.2	60.	1.71	3.58									1		1
Mantgomery151	8.0	.41	.006	3.6		72.1	1.25		1								1		1
Nevada	18.7	.98	.014	3.7	16.0	69.4	1.93	2.88	7.88										
Newton151	9.5	5 .48	. 007	4.1		90.	1.71	.74		365	.10	. 001	2,533	.38	.002	2 267	1,627	. 002	
Ouachita151	30.6	1			28.			1								1	1		1
Perry	7.7	. 39	.006			65.9										1			4
Phillips	46.7				28.9				1	1									
Pike151	11.3		1	3.6			1	1	1			1			1		1		4
Poinsett143	37.9	1 0	. 029	20	16	60	0 11	0.00	11 70	E 404	1 20	000					40.40		
Polk	37.5				16.			4			1			1	1				1
Pops				1	22.5	-		1											
Prairie	27.0				23.1					-,		1		1					
Pulaski (Little Rock) 151	14.4	1					1	1			1	1							
Randolph	175.0				69.5						21.61	1		1			1		
- manuality 11	15.3			1		73.1				.,,	. 52	. 003	3,319	.50	.003		4,613	. 004	1
St. Francis143		1.9	. 029	3.4		73.6	1.79		10.92		1.39	.008		1.37	.00	237			

			JLATIC Estima		142			NURE OF		RETAIL S					YING EST		ME-1942 E	SAL ADVER CONT	ES- TISIN
COUNTY	Total (in thou- sands)	% of State	% ef U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po-	Qualit
Saline151	21.7	1.11	.017	3.5	18.3	51.5	2.26	2.15	9.09	2,363	.64	.004	4,181	.63	.004	192	2,104	.006	35
Scott	10.8	.55	.008	3.6		57.0	1.39	1.93	6.44	1,594	.43	.003	2,977	.45	.003	275	1,895	.004	50
Searcy	11.2	.57	.009	3.9		77.8	1.65	1.16	7.85	703	.19	.001	1,901	. 29	.002	169	1,468	.002	22
Sebastian (Ft. Smith)150	66.6	3.39	.051	3.3	58.2	19.1	7.70	9.06	14.10	25,583	6.91	.045	44,371	6.69	.039	667	3,230	.035	69
Sevier	14.8	.75	.011	3.6	20.0	56.4	1.92	1.90	7.99	1,759	.48	.003	3,662	.55	.003	247	2,227	.004	36
Sharp151	11.1	. 57	.008	3.6		76.0	1.50	1.33	8.31	675	.18	.001	1,927	. 29	.002	173	2,907	.002	25
Stone151	8.0	.41	.006	3.9		89.6	1.19	.80	8.35	475	.13	.001	998	.15	.001	124	1,661	.001	17
Union167	53.3	2.71	. 041	3.4	31.4	30.9	5.67	7.61	12.83	14,462	3.91	.026	29,236	4.41	. 026	548	3,709		
Van Buren	10.8	. 55	.008	3.9		78.9	1.78	1.20	6.54	603	.16	.001	1,721	.26	.001	159	2,160	.002	25
Washington	41.7	2.12	. 032	3.3	28.0	55.8	5.87	5.23	13.90	9,494	2.56	.017	16,297	2.46	.014	391	7,617	.014	44
White151	48.9	2.49	. 037	3.5	9.9	64.7	4.11	5.37	9.17	4,928	1.33	.009	9,106	1.37	.008	186			
Woodruff	19.7	1.00	.015	3.7		70.0	1.50	3.81	8.42	2,808	.76	.005	4,767	.72	.004	242			47
Yell151	18.9	.96	.014	3.7		64.1	2.06	3.04	8.01	2,154	. 58	.004	4,159	. 63	.004	220	3,980		
STATE TOTAL	1,964.7		1.500	3.4	22.2	57.0	196.92	298.91	11.65	370,156		. 656	663,550		.582	338	383,470	.671	45

For Arkansas City figures, see page 290.

LOUISIANA—County Data

Acadia166	44.8	1.85	.034	3.8	31.3	49.9	5.19	5.78	9.34	11,996	1.63	. 021	17,598	1.25	.015	393	9,870	.015	44
Allen160	17.8	.73	.014	3.5	22.4	36.8	2.10	2.36	7.81	3,161	.43	.006	4,592		.004	258	1,887	.007	5
Ascension166	20.2		.015		18.3		2.86	2.32		4,771	.65	.008	6,186		.005	307	2,180	.006	4
Assumption	17.7	.73	.014			52.1	1.73	2.53	4.48	3,926	. 53	.007	5,005		.004	283	3,565	.006	43
Avoyelles 166	37.1	1.53	.028		9.1	63.9	3.93	5.57		7,026	.95	.012	9,196		.008	248	4,594	.011	39
Ayoyones	07.1		. 020	0.7	0.1	00.0	0.00	0.00	0.40	1,020	.00	.0.2	0,100	.00	. 000	240	4,004	.011	33
Beauregard160	16.3		.012		25.3		2.41	1.36		3,397	.46	.006	5,133		.004	314	1,523	.006	50
Bienville	23.1	.95	.018	3.8		72.3	2.32	3.35	7.75	4,305	. 59	.008	6,338	. 45	.006	274	2,993	.008	44
Bossier	31.8		. 024	3.2	17.4	52.7	2.36	5.74	15.01	7,139	. 97	.013	9,010	.64	.008	283	4,052	.012	48
Caddo (Shreveport)167	152.3	6.28	.116	3.2	65.4	19.0	14.62	25.73	16.98	69,545	9.44	.123	183,883	13.14	.161	1,208	6,887	.123	100
Calcasieu160	62.8	2.59	. 048	3.4	49.5	16.1	7.68	6.84	15.06	23,905	3.24	.043	41,732	2.98	. 037	664	4,504	.035	73
Caldwell167	11.6	48	.009	3.7		56.4	1.33	1.57	9.33	2,194	.30	.004	3,012	.21	.003	260	1,311	.004	44
Cameron	6.3		.005	3.8		58.9	. 88	. 82	11.77	825	.11	.001	1,349		.001	214	1,300	.002	40
Catahoula167	13.4	.55	.010			73.0	1.31	2.21	10.93	1,861	. 25	.003	2,755		.002	206	1,941	.004	40
Claiborne	29.0		.022		11.7	69.7	2.52	4.52		5,906	.80	.010	8,923	.64	.008	308	3,559	.010	45
Concordia	13.7		.010		19.6		.93	3.20		2,964	.40	.005	3,960		.004	288	1,789	.006	60
Concordia	10.7		.010	0.0	10.0	00.0	.00	0.20	1.00	2,004	.40	.003	0,000	. 20	.004	200	1,700	.000	DU
De Soto167	29.9		.023		12.8	70.8	2.71	5.18		5,868	.80	.010	8,600		.008	288	3,711	.010	43
East Baton Rouge168	106.4		.081	3.3	39.3	11.7	10.29	12.72		56,698	7.70	.100	76,960		. 067	723	2,382	. 072	89
East Carroll	17.3	.71	.013		19.5	74.5	1.04	4.17	7.54	3,453	.47	.006	4,960	.35	.004	287	3,535	.006	46
East Feliciana166	19.0	.79	.015	3.6	29.8	58.2	1.01	2.25	8.05	1,762	.24	.003	2,604	.19	.002	137	1,448	.004	27
Evangeline166	31.4	1.30	.024	3.5	12.2	67.7	2.75	4.92	8.10	4,289	. 58	.008	5,464	.39	.005	174	5,211	.007	29
Franklin167	30.4	1.25	.023	3.6	8.8	84.3	1.81	6.17	8.98	5.164	.70	.009	7,551	.54	.007	248	5,554	.010	43
Grant	17.0	.70	.013	3.6		44.5	1.88	2.04	6.33	2,715	.37	.005	3,961	. 28	.003	233	1,117	.005	38
lberia166	35.5	1.46	.027	3.7	46.0	33.6	3.84	5.08	10.73	11,982	1.63	.021	15,434	1.10	.014	435	4,394	.015	56
Iberville166	26.1	1.08	.020	3.3	18.2	38.1	2.55	4.45	8.57	6,019	.82	.011	8,837	.63	.008	339	2,434	.011	55
Jackson167	17.5		.013		14.8		1.93	2.42		4,871	.66	.009	6,818	-	.006	389	1,213	.009	66
Jefferson	50.4	2.08	.039	3.5	31.5	3.1	6.27	6.45	12.84	15,556	2.11	.028	20,089	1.44	.018	399	1.015	007	01
	24.2		.018		30.4	39.3	2.88	3.17		7,523	1.02	.013	9,552		.008	395	1,815	.027	68
Jefferson Davis166	45.3		.035		43.7	44.0	4.75	5.57			1.92	.025					6,190	.010	56
Lafayette166	36.9	0.000	. 028			38.4	3.83	100		14,156		.023	18,726		.016	413	4,488	.014	40
La Saile	13.6		.010	4.0	15.2	35.6	1.38	4.80 1.36		12,131	1.65	.006	15,967 4,735		.014	433 347	3,749	.017	61 50
La Sane	10.0	. 50	.010	3.0		33.0	1.30	1.30	7.00	0,040	.43	.000	4,100	. 34	.004	341	617	.005	30
Lincoln167	24.4	1.01	.019	3.6	28.7	61.4	2.48	3.54	13.69	5,918	.80	.010	7,668	.55	.007	314	2,953	.009	47
Livingston166	18.0	.74	.014	3.8		64.6	2.62	1.64	6.09	2,585	.35	.005	3,079	.22	.003	171	2,296	.005	36
Madison148	18.5	.76	.014	3.1	31.0	62.5	.96	4.05	8.14	4,409	.60	.008	5,655	.40	.005	305	2,946	.007	50
Morehouse 167	28.1	1.16	.022	3.3	24.0	62.4	1.95	5.30	11.09	6,177	.84	.011	8,768		.008	312	3,849	.010	45
Natchitoches167	39.0	1.61	.030	3.7	16.6	65.8	3.49	6.37	7.94	7,256	.99	.013	9,298	. 66	.008	239	4,647	.013	43
Orleans (New Orleans) 166	524 Q	21.64	.401	3.2	100.0		31.55	101.49	19.17	215,600	20 20	.382	588,840	42 00	510	1,122	1,169	200	90
Ouachita167	62.0		.047		62.3	21.3	5.08	10.76		30,146	4.10	.054	44,527		.039	719	.,	.362	-
	12.0		.009			34.7	1.44	1.48									2,683	.038	81
Plaquemines166				3.7	*****					1,536	.21	.003	1,990		.002	166	822	.004	
Pointe Coupe	23.0	-	.018		40.7	77.1	1.30	4.47	8.01	4,408	.60	.008	5,546	.40	.005	242	4,119	.007	39
Rapides167	85.8	3.54	.066	3.5	42.7	28.7	7.18	10.47	13.13	22,439	3.05	.040	36,639	2.62	. 032	427	4,755	.035	53
Red River167	15.0		.011			80,2	.88	3.01	11.07	2,224	.30	.004	3,251	.23	.003		2,542	.005	4
Richland167	27.7	1.14	.021	3.5		79.5	1.78	5.33	8.77	4,918	. 67	.009	7,021	.50	.006	254	4,596	.009	4
Sabine167	22.3	.92	.017	3.8		55.7	2.87	2.74	7.98	4,204	. 57	.007	6,100	.44	.005	274	1,991	.009	5
St. Bernard	7.6	.31	.006	3.7		10.9	.83	.95	9.89	1,135	.15	.002	1,454	.10	.001	192	268	.002	3
St. Charles	12.4	.51	.010	3.7		17.2	1.45	1.45	9.63	2,526	.34	.004	3,188	.23	.003	256	711	.005	5
St. Helena 166	8.6	.35	.007	3.8		88.4	1.11	1.11	5.57	529	.07	.001	979		.001	114	1,401	.002	25



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			LATIC Estima		142			NURE OF		RETAIL S			EFFECTI	SKI	YING	INCO		ADVER	ES- TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in	% of	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
St. James	15.3	. 63	.012	3.7		37.6	1.81	1.99	4.29	2,734	.37	.005	3,949	.28	.003	258	1,988	.006	50
St. John the Baptist 166	14.4	. 59	.011	3.7		22.5	1.55	1.85	5.15	2,792	.38	.005	3,522	. 25	.003	245	951	.006	55
St. Landry166	73.9	3.04	. 056	4.1	19.9	62.6	5.48	10.09	8.24	16,467	2.24	.029	21,102	1.51	.019	286	8,894	.022	39
St. Martin166	25.1	1.04	. 019	4.2	13.3	60.6	2.69	2.99	7.63	4,377	.59	.008	5,484	. 39	.005	219	3,469	.006	32
St. Mary166	. 34.2	1.41	. 026	3.6	35.7	29.7	3.01	4.63	10.23	8,173	1.11	.014	9,872	.71	.009	289	3,018	.013	50
St. Tammany 166	23.3	.96	.018	3.4	29.6	24.1	3.21	2.76	9.49	6,010	.82	.011	7,556	.54	.007	323	1,044	.010	56
Tangipahoa166	47.7	1.97	. 036	3.5	22.0	56.2	5.26	6.10	9.24	12,686	1.72	.022	17,043	1.22	.015	357	6,169	.021	58
Tensas165	15.0	.62	.011	3.0		78.0	.84	3.65	7.49	2,357	.32	.004	3,571	.26	.003	239	2,971	.005	45
Terrebonne166	36.9	1.52	. 028	3.8	25.2	33.9	4.32	3.83	10.52	13,005	1.77	.023	17,329	1.24	.015	470	2,469	.019	68
Union167	20.7	.85	.016	3.7		77.6	2.58	2.42	9.44	3,168	.43	.006	4,622	.33	.004	223	2,896	.007	44
Vermilion	37.6	1.55	. 029	3.8	25.2	49.2	4.48	4.48	8.01	7,901	1.07	.014	10,723	.77	.009	285	8,197	.010	34
Vernon167	25.6	1.06	.020	3.6	14.8	52.1	2.75	2.02	7.49	3,676	.50	.007	5,326	.38	.005	208	1,397	.007	35
Washington166	34.3	1.41	. 026	3.5	42.4	46.8	4.24	4.35	10.53	9,958	1.35	.018	12,837	.92	.011	374	2,941	.014	54
Webster	35.9	1.48	.027	3.5	28.2	48.0	3.09	5.34	12.35	9,102	1.24	.016	11,591	.83	.010	323	2,620	.014	52
West Baton Rouge166	10.6	.44	.008	3.2		58.6	.84	2.17	8.22	. 1,975	.27	.004	2,549	.18	.002	241	1,425	.005	63
West Carroll	19.0	.78	.014	3.9		81.7	1.60	2.92	9.00	3,024	.41	.005	3,668	.26	.003	193	3,249	.005	36
West Feliciana166	11.6	.48	.009	3.4		80.7	.36	1.82	4.51	1,116	.15	.002	1,725	.12	.002	149	1,978	.003	33
Winn167	15.9	. 66	.012	3.7	26.7	48.4	2.30	1.88	8.07	3,448	.47	.006	4,143	.30	.004	261	1,458	.008	50
STATE TOTAL	2,425.1		1.851	3.4	41.5	38.0	218.45	374.08	15.05	736,430		1.306	1,399,545		1.227	577	198,693	1.178	64

For Louisiana City figures, see page 290

OKLAHOMA—County Data

					1							1				-	1	1	
Adair	15.7	.72	.012	3.9		68.6	1.85	1.80	9.21	1,137	.18	.002	2,426	.21	.002	154	1,380	.003	25
Alfalfa107	12.1	. 56	.009	3.1	18.1	55.8	2.18	1.79	13.64	2,741	.45	. 005	5,420	.46	.005	446	12,542	.007	78
Atoka152	16.5	.76	.013	3.8	13.6		1.50	2.92		1,794	.30	.003	3,301	. 28	.003	200	2,629	.004	31
Beaver107	7.9	.36	.006	3.3		74.3	1.26	1.09	12.58	1,063	.18	. 002	2,348	. 20	.002	298	5,188	.003	50.
Beckham152	20.2	.93	.015	3.3	36.3	48.0	2.42	3.65	13.51	5,523	.91	.010	10,472	.89	.009	518	5,926	.012	88
Blaine152	17.8	.82	.014	3.4	15.3	59.9	2.31	2.53	11.95	3,930	.65	.007	7,623	. 65	.007	428	7,716	.010	71
Bryan152	35.7	1.64	.027	3.6	28.3	53.5	3.23	6.12	12.73	6,465	1.07	.011	10,494	.90	.009	294	5,793	.013	48
Caddo152	38.7	1.78	.030	3.5	13.4	60.2	4.11	6.38	13.30	7,676	1.27	.014	14,743	1.26	.013	381	10,946	.018	60
Canadian152	24.8	1.14	.019	3.3	36.9	41.9	3.39	3.62	19.30	6,719	1.11	.012	14,168	1.21	.012	571	7,625	.016	84
Carter152	29.0	1.34	.022	3.3	39.0	39.0	4.27	6.96	13.34	9,587	1.59	.017	19,840	1.69	.017	685	3,890	.021	95
Cherokee153	22.1	1.02	.017	3.8	14.4	73.5	2.31	2.61	8.97	2,062	.34	.004	3,874	.33	.003	175	2,448	.005	29
Choctaw	24.6	1.13	.019	3.6	20.8	57.2	2.65	4.34	8.89	3,199	.53	.006	6,861	. 59	006	279	3,301	.008	. 42
Cimarron	3.6	.16	.003	3.2		54.7	.52	.50	13.67	911	.15	.002	1,807	.15	.002	508	1,907	.002	67
Cleveland	29.2	1.34	.022	3.3	41.2	35.8	3.01	3.81	23.96	6,140	1.02	.011	10,760	.92	.009	368	3,933	.014	64
Coal	11.3	.52	.009	3.7		63.7	1.36	1.77	9.30	1,559	.26	.003	2,909	. 25	.003	258	2,331	.005	56
Comanche	42.9	1.98	.033	3.3	46.3	28.4	4.29	4.95	17.38	10,629	1.76	.019	18,128	1.55	.016	422	5,211	.019	58
Cotton	12.1	.56	.009	3.4		64.5	1.42	1.95	14.04	2,841	.47	.005	5,562	.48	.005	459	2,953	.005	56
Craig105	21.2	.98	.016	3.3	27.0	45.8	2.28	2.59	14.22	4,084	.68	.007	6,948	.59	.006	328	4,819	.008	50
Creek	46.4	2.14	.035	3.3	40.7	41.1	6.16	8.40	13.59	11,522	1.91	.020	24,518	2.09	.021	529	4,227	.027	77
Custer152	21.0	.97	.016	3.3	40.1	44.8	2.93	3.16	17.47	6,079	1.01	.011	12,707	1.09	.011	605	8,826	.012	75
Delaware	14.9	.69	.011	3.7		76.9	2.37	2.13	11.34	1,262	.21	.002	2,528	.22	.002	170	2,820	.003	27
Dewey	11.6	.53	.009	3.4		70.9	1.62	1.57	12.32	1,827	.30	.003	3,840	.33	.003	331	5,426	.005	58
Ellis107	7.4	.34	.006	3.3		65.5	1.39	.99	13.00	1,844	.31	.003	3,591	.31	.003	484	5,305	.004	67
Garfield152	41.8	1.93	.032	3.0	61.7	26.8	6.70	6.24	20.77	18,641	3.09	.033	35,243	3.01	.031	843	14,355	.031	97
Garvin	28.2	1.30	.022	3.6	16.4	55.2	2.83	4.88	12.84	4,879	.81	.009	10,395	.89	.009	369	6,512	.012	55
Grady152	38.9	1.79	.030	3.4	34.3	49.6	4.29	6.46	13.71	8,614	1.43	.015	17,867	1.53	.016	459	9,161	.018	60
Grant107	11.7	.54	.009	3.1		65.0	2.07	1.74	14.43	2,724	.45	.005	5,213	.45	.005	445	13,812	.007	78
Greer	14.2	. 65	.011	3.3	28.8	52.6	1.43	2.35	12.22	2,972	.49	.005	6,649	.57	.006	468	4,525	.007	64
Harmon	8.8	.40	.007	3.5	27.3	66.0	.99	1.59	14.09	1,323	.22	.002	2,914	.25	.003	332	2,978	.003	43
Harper107	5.9	.27	.005	3.3		58.1	.92	.83	14.16	1,140	.19	.002	2,601	.22	.002	441	2,799	.003	60
Haskell	16.8	.77	.013	3.9		63.6	1.46	2.51	8.81	1,767	.29	.003	3,329	.28	.003	199	2,822	.004	31
Hughes152	25.4	1.17	.019	3.7	22.7	53.2	2.56	4.44	11.85	4,374	.72	.008	9,237	.79	.008	364	3,851	.010	53
Jackson	20.4	.94	.015	3.3	37.8		2.36	3.80	13.27	4,724		.008	9,753	.83	.009	479	5,710	.011	73
Jefferson	13.8	.64	.011	3.5		56.1	1.56	2.28	12.02	2,249	.37	.004	4,769	.41	.004	346	5.078	.006	55
Johnston	13.1	. 60	.010	3.7		64.4	1.56	2.32	8.32	1,427	.24	.003	2,984	.25	.003	228	3,310	.004	40
Kay153	44.7	2.06	. 034	3.2	60.6	22.7	6.08	7.13	19.43	15,060	2.49	.027	30,879	2.64	.027	691	10,018	.029	85
Kingfisher152	14.0	.64	.011	3.3	21.5	62.7	2.14	2.08	14.45	3,852	.64	.007	7,507	.64	.007	538	8,853	.008	73
Kiowa152	21.4	.99	.016	1	22.7		2.56	3.63		4,925		.009	9,439	.81	.008	441	7,400	.011	69
Latimer	10.9	.50	.008	1		49.5	1.50	1.48		1,245		.002	2,499		.002	228	1,190	.003	38
Le Flore	37.8		.029		8.8		4.33	6.62		5,143		.009	10,377	.89	.009	275	4,525	.015	52
Lincoln		1.21	.020	1	9.3		3.33	4.37		3,980		.007	8,846		.008	336	5,662	.010	50

LAST-MINUTE CORRECTION!

Oklahoma County Population New 270,250*

★ Based on the total of No. 2 ration books issued as of March 31, 1943, and released by the state director of the OPA. This is an increase of 54,638 over the 215,621 No. 1 ration books issued in Oklahoma County in May, 1942.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Represented by The Katz Agency, Inc.

OKLAHOMA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION—1942 (Estimated)						TENURE OF HOMES 1940			RETAIL SALES-1942 ESTIMATE			EFFECTIVE BUYING INCOME—1942 ESTIMATE					SALES— ADVERTISING CONTROLS	
	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Logan	21.3	.98	.016	3.1	39.7	41.0	3.26	3.78	14.88	6,563	1.08	.012	14,368	1.23	.013	674	5,199	.014	88
Love	9.7	.45	.007	3.7		74.0	1.00	1.77	10.86	1,095	.18	.002	2,611	.22		270	2,444	.003	43
McClain	17.0	.78	.013	3.8	16.2	62.8	1.72	2.93	12.33	2,256	.37	.004	4,965	.42	.004	293	6,022	.006	46
McCurtain152	38.4	1.77	. 029	3.8	8.9	61.4	3.62	6.14	9.43	3,798	.63	.007	7,989	.68	. 007	208	4,475	.011	38
McIntosh153	23.7	1.09	.018	4.0		73.7	1.84	3.56	10.21	2,215	.37	.004	4,903	.42	.004	207	4,030	.006	33
Major152	10.1	.47	.008	3.4		71.7	1.74	1.45	13.28	1,898	.31	.003	4,498	. 38	.004	444	7,301	.005	63
Marshall	11.6	.53	.009	3.7	20.9	62.1	1.06	1.93	10.65	1,696	.28	.003	3,020	.26	.003	260	2,164	.004	44
Mayes	27.1	1.25	.021	3.5	11.5	58.4	2.69	2.74	13.35	3,730	.62	.007	4,269	.36	.004	157	4,094	.008	38
Murray	13.1	.61	.010	3.4	35.9	40.6	1.55	1.88	14.85	2,344	.39	.004	3,953	.34	.003	301	1,949	.005	50
Muskogee (Muskogee)153	80.4	3.70	.061	3.3	49.1	30.3	6.98	9.93	14.93	23,436	3.88	.041	50,454	4.31	.044	628	6,810	.036	60
Noble	12.6	. 58	.010	3.2	34.0	47.6	1.94	2.16	13.93	3,428	.57	.006	7,427	.63	.007	591	5,953	.007	70
Nowata	14.1	. 65	.011	3.3	24.7	47.9	2.11	2.09	12.30	2,791	.46	.005	5,269	.45	.005	374	2,794	.007	64
Okfuskee	23.8	1.10	.018	3.7	14.5	60.4	2.19	4.08	10.37	3,184	.53	.006		.60	.006	1		.008	44
*Oklahoma (Oklahoma City)152	216.0	9.95	1.65	3.0	86.4	6.4	27.35	42.60	21.71	127,280	21.09	. 225	226,164	19.32	.198	1,047	6,270	.180	109
Okmulgee	45.0	2.07	.034	3.4	45.8	31.0	5.92	6.99	13.47	10,865	1.80	.019	22,442	1.92	.020	499	4,133	.019	56
Osage	34.6	1.59	.026	3.4	21.0	31.3	3.94	6.86	12.66	8,811	1.46	.016	17,692	1.51	.016	511	10,719	.017	65
Ottawa	36.9	1.70	.028	3.1	39.6	25.5	5.32	4.80	14.28	7,715	1.29	.013	13,732	1.17	.012		3,037	.017	61
Pawnee	15.3	.71	.012	3.3	30.2	49.4	2.03	2.56	11.55	2,846	.47	.005	-1	.44	.004	335	3,498	.006	50
Payne	36.0	1.66	.027	3.2	49.4	32.7	4.27	5.70	19.41	11,195	1.85	.020	21,072	1.80	.019	586	4,541	.022	81
Pittsburg152	43.9	2.02	.033	3.5	30.6	36.6	4.98	6.60	10.95	8,765	1.45	.015	17,513	1.50	.015	399	4,885	.020	61
Pentotoc	34.8	1.60	.027	3.5	38.1	40.1	4.48	5.67	16.05	10,577	1.75	.019	18,148	1.55	.016	522	3,823	.019	70
Pottawatomie152	47.6	2.19	.036	3.4	40 6	36.4	6.12	8.01	16.11	14,081	2.33	.025	28,966	2.48	.025	609			75
Pushmataha152	17.2	.79	.013	3.8	16.7	53.	1.94	2.70	6.49	1,962	.33	.003	3,761	.32	.003	219	1,864	.006	46
Roger Mills152	9.0	.42	.007	3.5		74.	1.33	1.51	12.82	1,273	.21	.002	2,681	.23	.002	296	5,293	.003	43
Rogers	22.0	1.02	.017	3.4	19.6	54.	2.40	3.04	13.03	3,411	.57	.006	6,399	.58	.006	290	.,,		41
Seminole	41.4	1.90	.031	3.6	35.7	30.	6.60	8.53								4.00			
Sequoyah	23.4	1.08	.018	3.9		69.	2.24	3.04	8.70	1,605			3,556	.30	.003		_,_,_		1
Stephens	29.6	1.36	.023	3.5	38.9	47.	3.20	4.83	15.84	6,807	1.13	.012	11,878	1.01	.010	-		.014	61
Texas107	9.2	.43	. 007	2.3		48.	1.44	1.30	15.00	3,221			6,258			1	1		
Tillman	16.8	.78	.013	3.3	24.6	55.	2 2.21	3.40	14.11	3,523	. 58	.000	7,371	.63	.00	6 438	8,276	.010	77

Before using these figures, see explanation page 11.

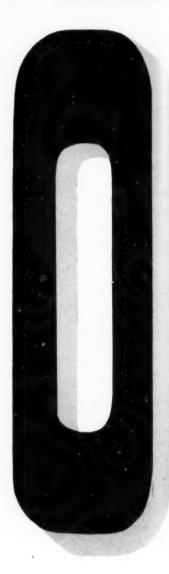
LOOK BEFORE YOU LEAP! If any of the figures on these pages seem confusing or incomprehensible, you must have skipped the introductory explanation beginning on page 11. Reading it before you attempt to use these data is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

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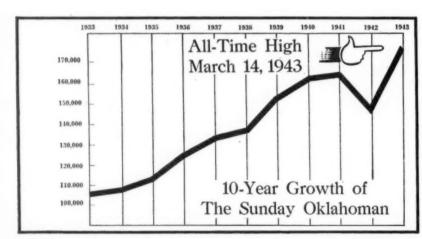
OKLAHOMA COUNTY JUST







Population as of March 31, 1943, Based on Registrations for War Ration Book II



ITHIN eleven months since registration for ration book No. 1, Oklahoma City's multiplying industrial and military establishments caused an in-migration of population aggregating 54,638.

OKLAHOMA CITY STILL GROWING

For marketing purposes, Oklahoma City and Oklahoma County may be considered identical. No city total of ration books is available. School enumeration on March 1, however, indicated a population of 242,950 for Oklahoma City, an 18½% gain since 1940.

As a matter of fact, Oklahoma City is still in the ascendancy as a war production center. Peak production and employment of workers is expected to be reached by December 1 of this year,

SALES MANAGEMENT

KEEPS ON GROWING!



1

at which time it is reliably estimated Oklahoma County's population will have reached 289,000.

CURRENT DATA OBSOLETE

Statistics are too static to keep up with Oklahoma City's recent growth. In making today's advertising and selling plans, it is vital that you know today's markets. The Oklahoma County of today is a vastly bigger and better market than it was even a year ago. If it is necessary to use year-old data in making your larger plans, increase all factors for Oklahoma County by 25.3%, the increase in population.

NEWSPAPER READING INCREASES

Growing population and hunger for news is sending Oklahoman and Times circulation steadily upward. On March 14, The Sunday Oklahoman reached an all-time high of 175,525 net paid. The Oklahoman and Times were approaching new peaks with 190,114 net paid daily.

These newspapers are the major guides in directing the spending of the increasing industrial payrolls and agricultural income of the Oklahoma City market.

The Farmer-Stockman KLZ, Denver (Affiliated

MAY 10, 1943

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THE OKLAHOMA PUBLISHING COMPANY

The Farmer-Stockman * WKY, Oklahoma City * KVOR, Colerado Springs KLZ, Denver (Affiliated Management) * Represented by The Katz Agency, Inc.

[279]

Tulsa is always a good market!

Population up 10.8%

214,172 War Ration books had been issued in Tulsa County on March 31st, indicating an increase of 10.8% over the 1940 Census.

\$350,000,000 in War Contracts

This is two-thirds of all such contracts in the State, and more than a million people are benefitting from them in the Tulsa Magic Empire.

Bank Deposits up 22.9% . . .

Deposits in Tulsa Banks on March 31st amounted to \$191,042,000. This represents an increase of 22.9% over last year.

Bank Debits up 14.5%

Tulsa Bank Debits in March 1943 amounted to \$206,493,000. This indicates an increase in activity of 14.5% over March 1942.

★ (Tulsa and its Market Area have been "IN THE WHITE" for the past 15 months according to Nation's Business.

★ Represented by The Branham Company.

THE TULSA WORLD * THE TULSA TRIBUNE

OKLAHOMA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIC Estima		142			NURE OF		RETAIL S	ALES-		EFFECTIV		YING ESTI			SALI ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	# Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U. S. A.	Per Cap- ita	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Fulsa (Tulsa)153	210.1	9.67	.160	3.1	76.7	7.7	23.09	31.56	22.76	96,582	16.00	.171	187,050	15.98	.164	890	6,096	.163	102
Wagoner	21.9	1.01	.017	3.7	16.3	63.0	1.93	3.22	9.15	2,026	.34	.004	4,391	.38	.004	201	4,576	.006	35
Washington105	28.9	1.33	.022	3.1	53.2	24.4	4.14	4.48	23.41	10,094	1.67	.018	22,338	1.91	.020	773	2,733	.021	95
Washita152	19.3	.89	.015	3.5	12.5	69.4	2.75	3.09	12.12	3,370	.56	.006	7,530	.64	.007	390	10,588	.009	60
Woods107	14.0	.64	.011	3.1	33.9	46.0	2.24	2.02	16.40	4,344	.72	.008	8,681	.74	.008	621	7,677	.010	91
Woodward107	14.8	.68	.011	3.2	33.2	41.9	2.06	1.99	15.30	5,154	.85	.009	10,282	.88	.009	696	5,841	.010	91
STATE TOTAL	2171.4		1.658	3.3	37.6	39.7	261.16	349.32	16.39	603,652		1.070	1,170,520		1.026	539	405,225	1.162	70

^{*}Current population of Oklahoma County now 267,501, as a result of expansion of war plants and air depot.

For Oklahoma City figures, see pages 290-291.

TEXAS—County Data

					-		-											
Anderson161	34.5	.54	.026	3.4 32.7	50.4	4.45	5.19	11.09	8,269	.36	.015	15,570	.36	.014	451	3,419	.018	69
Andrews	1.1	.02	.001	9 9	29.4	.17	.18		435	.02	.001	800	.02	.001	709	794	.001	100
Angelina161	31.4	49	024	3.4 29.7		3.69	4.84		8,195	.36	.015	13,383	.31	.012	427	2,610	.017	70
Aransas161	3.3	.05	.003	3.1 10.0		.51	.45	11.25	834	.04	.001	1,355	.03	.001	406	338	.002	66
Archer	7.4	.11	.006	2.5	31.1	.90	1.06	7.52	1,602	.07	.003	2,994	.07	.003	405	2,105	.004	66
Armstrong	2.3	.04	.002	3.3	64.0	.36	.34	11.88	591	.03	.001	948	.02	.003	411	3,104	.002	100
Atascosca	18.9	.29	.014	4.1	59.3	2.00	2.11	5.90	2,911	.13	.005	5,397	.12	.005	286	3,489	.007	50
Austin	15.9	.25	.012	3.3		2.55	2.23	10.19	3,533	.15	.006	6,120	.14	.005	385	4,418	.008	66
Bailey	6.6	.10	.005	2.0	70.2	.64	.95	12.14	1,677	.07	.003	2,705	.06	.003	410	4,626	.004	80
Bandera163	3.6	.06	.003	3.1	04.0	.77	.44		705	.03	.001	1,342	.03	.001	372	1,568	.002	66
Dana VII	0.0	.00	.000		04.5		. 44		703	.03	.001	1,042	.03	.001	312	1,000	.002	00
Bastrop	28.2	.41	.020	3.3 14.3	57.7	2.51	3.00	6.72	3,701	.16	.007	6,741	.15	.006	257	2,813	.010	50
Baylor	7.4	.11	.006	3.4 42.9		.89	1.13	0	2,498	.11	.005	3,871	.09	.003	525	2,362	.005	83
Bee163	15.4	.24	.012	3.6 41.2		1.63	2.34	11.97	5,991	.26	.011	11,090	.25	.010	718	2,128	.011	91
Bell156	48.7	.76	.037	3.2 42.2		5.13	7.01	12.64	11,939	.52	.021	20,621	.49	.019	423	8,055	.025	68
Bexar (San Antonio) 163	352.0	5.46	.269	3.2 76.8	1	35.72	48.98	17.14	138,000		.245	312,707	7.13	.274	888	6,386	.234	87
Blanco	3.6	.06	.003	3.2	72.4	.89	. 47	10.69	1,125	.05	.002	1,894	.04	.002	518	1,910	.003	100
Borden	1.2	.02	.001	3.6	05.0	.14	.21		31			175			142	1,724		
Bosque	14.3	. 22	.011	3.3	62.0	2.02	2.27	8.55	2,970		.005	5,217	.12	.005	364	3,932	.008	72
Bowle	69.7	1.08	.053	3.3 33.9	47.2	5.69	7.75		14,696		.026	23,893	.54	.021	343	5,128	.027	50
Brazoria161	44.8	.70	.034	3.4 20.9		3.08	3.42	~ ~ ~ ~	8,115		.014	14,229	.32	.012	317	5,595	.016	47
									.,	1.50		,				0,000		
Brazos161	30.1	.47	.023	3.2 43.9	42.7	3.00	4.20	16.43	10,218	.45	.018	16,900	.39	.015	562	3,552	.017	73
Brewster174	6.6	.11	.005	3.4 59.7	15.5	.70	.93	9.92	2,534	.11	.005	3,889	.09	.003	593	3,326	.005	100
Briscoe159	3.8	.06	.003	3.5	61.2	.47	. 59	8.54	1,013	.04	.002	1,807	.04	.002	471	1,625	.002	66
Brooks163	6.1	.10	.005	4.3	42.0	.80	.54	5.90	1,827	.08	.003	2,278	. 05	.002	371	1,205	.005	100
Brown	33.0	.51	.025	3.2 51.7	39.2	3.44	3.85	13.30	9,378	.41	.017	15,713	.36	.014	476	3,749	.016	64
Burleson	16.6	.26	.013	3.4	70.4	1.95	2.73	6.03	2,744	.12	.005	5,017	.11	.004	303	4,053	.006	46
Burnet162	10.0	.16	.008	3.3	61.5	1.33	1.55	8.84	2,410	.11	.004	3,987	.09	.003	399	3,174	.005	62
Caldwell	22.6	.35	.017	3.5 38.0	47.0	2.59	3.42	10.61	6,845	.30	.012	13,217	.30	.012	584	2,229	.016	94
Calhoun161	6.2	.10	.005	3.4	40.7	. 63	.88	10.55	1,349	.06	.002	2,273	.05	. 002	369	1,741	.004	80



Check These Points!

COVERAGE — WOAI surpasses all other stations in Central and South Texas, based on field strength measurements and mail analysis!

AUDIENCE — WOA! has a higher combined day and night percentage than any other station in any city having affiliates of three major networks!

COST — WOA! has over 3½ times more radio homes per dollar—in the three key markets of San Antonio, Austin and Corpus Christi combined than any other San Antonio station!

RESULTS — WOAI sells more merchandise to more people than any other station in Central and South Texas!



50,000 WATTS CLEAR CHANNEL AFFILIATE NBC MEMBER TQN

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Beat the Calendar by 50 Days

For only \$1 a year, you can preview, each month, retail sales trends in 200 cities 50 days before the conditions actually develop.

Each first-of-the-month issue SALES MANAGE-MENT gives you a 30-day jump on the calendar . . . but as a special service we will mail you this information 20 days in advance of publication. For example: Early in June you would receive a mimeographed "picture" of August retail sales—showing for each city (1) the percentage of change from August, 1942; (2) relation of the city change to the national change; (3) the dollar volume estimate of retail sales for August, 1943.

These forecasts, based on an exclusive, rigidly tested formula, are proving an important aid to

sales and advertising executives forced to re-map their plans to conform to shifting market conditions. They are being used for special advertising and promotion drives in spot cities . . . as a guide for branch and district managers . . . to revise sales quotas . . . as a basis for letters to stimulate salesmen and forestall alibis . . . as a check on actual performance against potentials . . . to determine where postwar drives should be localized.

There's no limit to the number of copies you may obtain—for yourself and key men in your organization. A single service brings you I copy each month for 12 months, for one dollar a year. Two dollars brings two services, three dollars three services and so on.

SALES MANAGEMENT

386 Fourth Avenue, New York, N. Y.

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72

> 64 46

94 80

DALLAS BUYING POWER:

\$401,795,000

(Effective Buying Income, 1942)

... UP 45%!

One of the six fastest-growing metropolitan areas in the Nation; classed A-1 by the Census Bureau . . . "with best prospects of retaining war-time growth."

Tap this great wealth with the primary medium of the Dallas Market —

The DALLAS TIMES HERALD

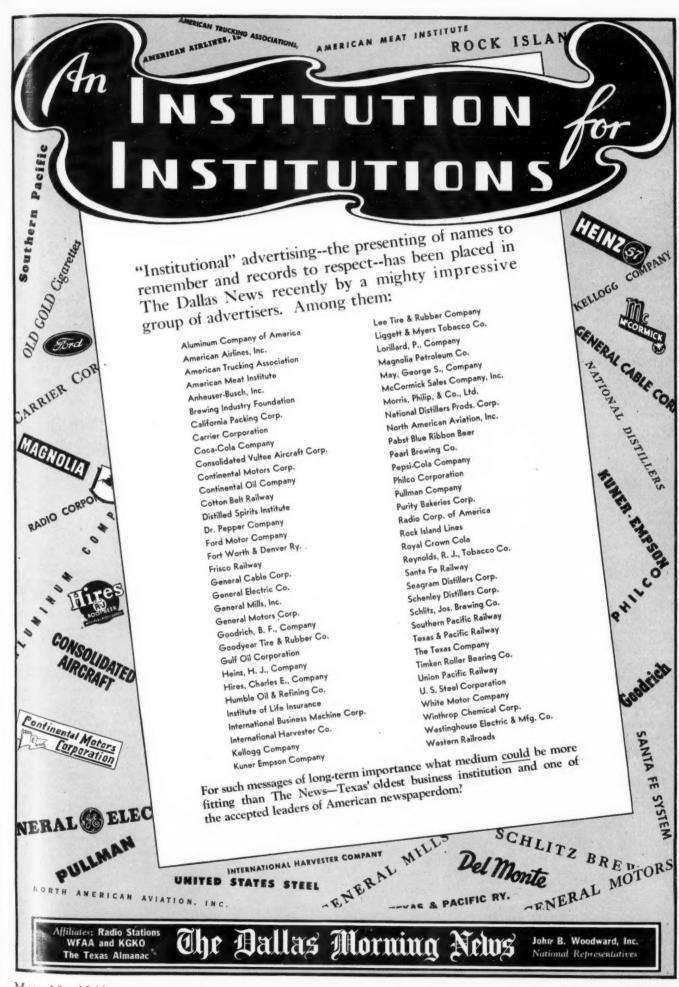
FIRST IN DALLAS • IN CIRCULATION • IN LINAGE • IN RESULTS

Represented by THE BRANHAM COMPANY

TEXAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ILATIO Estimat		12			NURE OF		RETAIL S	ESTIN				YING			ADVER	ES- RTISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Callahan	10.4	.16	.008	3.3		56.3	1.48	1.65	7.20	2,518	.11	.004	4,187	.10	.004	402	3,089	.006	75
Cameron	79.9	1.24	.061	3.6	54.0	27.9	8.62	11.10	6.82	21,487	.93	.038	36,141	. 82	.032	452	9,517	.035	57
Camp	9.9	.15	.007	3.4	28.4	65.6	1.25	1.42	6.08	1,683	.07	.003	3,201	. 07	.003	323	1,439	.004	57
Carson		.10	.005	3.4		30.6	.73	1.03	12.65	2,258	.10	.004	4,191	.10	.004	683	3,231	.005	100
Cass	33.8	. 52	. 026	3.6		67.8	3.64	4.51	5.57	6,223	.27	.011	10,727	.24	.009	317	4,072	.014	53
Castro	4.4	. 07	.003	3.7		71.9	.53	. 61	12.15			.002		. 04	.002	444	3,789		100
Chambers	6.9	.11	.005	3.2		25.0	1.30	.79	11.62	2,448	.11	.004	4,700	.11	.004	677	2,191	.004	80
Cherokee	38.3	.59	.029	3.4	29.4	54 8	4.41	6.19	7.67	8,088	.36	.015	15,933	.36	.014	416	5,942	. 020	69
Childress	11.6	.18	.009	3.3	53.2	40.3	1.25	2.07	10.96	4,903	.21	.009	9,163	.21	.008	789	2,141	.010	111
Clay	11.9	.18	.009	3.3		58.5	1.58	1.83	7.89	2,506	.11	.005	4,724	.11	.004	397	3,556	.006	66
Cochran	4.5	. 07	. 003	3.9		57.7	. 37	. 52	6.97	829	.04	.001	1,338	.03	.001	295	1,517	.001	33
Coke15	4.0	. 06	. 003	3.3		70.0	.57	. 66	6.40	781	.03	.001	1,351	.03	.001	336	2,491	.002	66
Coleman	19.7	.31	.015	3.4	29.4	53.0	2.23	3.22	10.20	4,835	.21	.009	9,016	.21	.008	458	5,270	.011	73
Collin	42.9	. 66	. 033	3.3	18.1	65.7	4.69	8.01	9.95	9,309	.40	.016	14,287	. 33	.012	310	11,559	.021	64
Collingsworth	9.6	. 15	. 007	3.4	32.0	60.3	.97	1.75	7.90	2,879	.13	.005	4,967	- 11	.004	516	3,497	.006	85
Colorado 16	16.9	. 26	. 013	3.3		53.4	2.35	2.37	7.20	5,279	.23	.009	10,012	. 23	.009	593	4,980	.011	84
Comal16	12.5	. 19	.010	3.2	56.6	30.1	1.69	1.61	13.29	4,730	.21	.008	8,479	.19	.007	678	1,321	.009	90
Comanche 15		. 26	.013	3.3	16.7	63.9	2.81	2.47	6.82	2,891	.13	.005	5,251	.12	.005	315	5,312	.006	46
Concho	5.5	.09	.004	3.5		59.4	.74	. 83	9.71	1,515	.07	.003	2,748	06	.002	467	3,971	.003	75
Cooke	23.5	.37	.018	3.4	38.7	52.5	2.88	3.50	12.81	7,402	. 32	.013	12,063	. 28	.011	505	5,447	.013	72
Coryell	17.6	. 27	. 013	3.4	15.7	65.5	2.29	2.83	9.00	3,292	.14	.006	6,083	14	. 005	347	4,980	.008	61
Cottle	6.4	.10	.005	3.4	37.8	60.2	. 59	1.31	10.94	2,473	.11	.004	4,156	.09	.004	649	2,358	.005	100
Crane	2.7	.04	.002	3.3		3.8	36	.45	10.31	1,133	.05	.002	2,035	. 05	.002	762	370	.003	150
Crockett		.04	. 002	3.3		40 0	.33	.39	11.17	1,482	. 06	.003	2,458	06	.002	940	3,706	.002	100
Crosby		.15	.007	3.4					9.95			.004			. 003	420			71
Culberson		. 02	.001	3.1			.20	.24	10.66			.002	1,473	.03	. 001	991			200
Dallam	6.3	.10	.005	3.3	68.4				1		1	.006			.005				120
Dallas (Dallas)		6.66	.328	3.1	80.2	5.9	44.60	63.42	23.40	235,708	10.30	.418			.433	1,151			111



exclu-

S-ISING ROLS

Quality

of Market Index

ENT

			LATIO Estimat		42			NURE OF		RETAIL S					YING ESTI		ME—1942 :	SAL ADVER CONT	TISH
COUNTY	Total (in thou- sanda)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	(in	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Qual of Mari
Dawson159	14.9	.23	.011	3.5	39.3	54.3	1.63	2.35	14.37	5,567	.24	.010	9,118	.21	.008	611	6,489	.010	90
Deaf Smith157	5.7	.09	.004	3.4	42.7	49.3	.77	.83	18.80	3,278			5,351	.12				.006	150
Delta154	11.5	.18	.009	3.5	19.7	65.1	1.10	2.24	6.02	1,958	.09	.004	3,412	.08	.003	297	3,652	.005	
Denton	25 1		003	2.0	22.2	47.0													
De Witt	35.1 24.4	. 54	.027	3.2	33.3	47.2 55.2	4.09 3.12	5.15		9,689			16,388	.37	.015			.019	
Dickens	7.3	.11	.006	-		62.1	.86	3.37	9.52	7,810 2,820			13,219	.30				.015	
Dimmit	9.1	.14	.007			32.5		1.03		1,311		1	4,720 2,354	.11	.004		-,	.005	
Donley159	6.9	.11	.005			54.5	.77	1.22		2,283			3,825	1			-,	.003	
D1		-				1													
Duval163 Eastland159	17.6 27.5		.014	3.8	28.0			2.16		4,688			7,716					.010	
Ector	14.7		.011	3.0	63.6			4.49		8,078				.36			,	.019	
Edwards	2.6		.002			51.1	.39	2.44		11,436 596		1	19,574	.45				.019	1
Ellis154	44.5				33.0			8.05			1	1	1,147 20,289	.03				.001	5
					-	00.0	4.0	0.00	0.00	10,500		.015	20,200	.40	.013	490	10,977	.027	7
I Paso (El Paso) 174	135.0			-	73.9		10.55	21.05	12.69	50,163	2.19	.089	101,599	2.32	.089	753	13,547	. 083	8
Erath159	18.5			1	35.2			2.90		4,760							.,,,,,	.010	7
Falls	31.7	1			18.2	1		5.72					12,408				-,		
Fannin154	39.0				15.5				7.46								1	.017	1
Fayette161	26.7	.42	.020	3.4	8.7	69.9	3.67	3.89	11.54	8,006	.26	.011	11,322	. 26	.010	424	5,682	.014	7
Fisher159	11.1	.17	.008	3.6		64.7	1.28	1.99	8.89	2,196	.10	.004	3,905	.09	.003	352	5,160	.005	
Floyd	9.4	.15	.007		25.6			1.63				1	,				-,		
Feard159	4.2					56.7			8.34								-9		
Fort Bend161	32.6	.51		1	10.5			5.42	11.82	8,634	.39	.016	15,112	.34	.013	464			1
Franklin154	6.9	.11	.005	3.3		72.1	.99	1.26	6.88	1,301	.06	.002	2,138	.05	.002	312	1,456	.003	6
Freestone154	19.3	.30	.015	3.4	14.5	66.4	2.47	2.97	7.64	3,785	10	. 007	7 122	10	000	970	0.000		
Frio163	9.6				34.4	1	1	1.18		1									
Gaines159					39.€	1		1.28											
Galveston (Galveston) 161	88.0				82.1	1										1			
Garza159	5.3	.08	.004	3.3		56 8		.95											
O.111																			
Gillespie	10.3				33.2	56.9									1	1	-,		8
Goliad161	7.9	1				71.2		1.23					361	.01		370	1		
Gonzales163					18.1												_, _,		1
Gray157	21.3	1		1	53.8	1		1		.,									
																1			
Grayson154	68.0				47.1														1
Gregg154	57.1	1			42.8														1
Grimes161	18.6		1		28.0	1													1
Guadalupe163 Halo159	19.0			3.5	43.9									1					
	10.0		.010	3.4	40.0	40.4	2.20	2.18	13.78	9,275	.41	.017	15,464	.35	.014	815	6,428	.017	11
Hall158	14.3	.22	.011	3.4	31.8	46.7	1.05	2.16	7.2	3,801	.17	.007	6,032	14	.00!	423	2,477	.008	3 7
Hamilton159	12.0	, 19	.009	3.2	20.4	61.	1.89	1.81	10.17	3,454	.15	.006	5,740	.13	.005	470	3,970	.008	3 8
Hansford157		.05		3.4		46.9	.37	.37	12.2	1,579	. 07	. 003	2,621	.06	.002	2 872			15
Hardeman158				3.3	34.0	1			8.7	3,490	.15	.006	6,352	.14	.000	583	2,700	.008	10
Hardin160	16.1	.25	.012	3.3	15.9	35.1	2.42	1.81	6.0	3,863	. 17	.007	7,115	.16	.000	8 442	1,027	.009	1
Harris (Houston)161	552.0	8.57	422	3.2	77.7	5.9	60.91	85.49	23.70	274,836	8 12 01	. 487	510,285	11 64	.447	7 92	13,014	.438	3 10
Harrison154																			
Hartley157			.001	3.5	12.9	54.1		1					461			259			
Haskell	13.9	. 22	.011	3.4	20.	62.	1.58	1											
Hays162	14.5	. 23	.01	3.5	39.1	45.	1.54	2.17	11.0	3,80	1 .17	. 007	7,081	.16	.000	8 48	1,942	.008	3
Hemobill 150		00	000	2 2 2		40													
Hemphill159						61.													
Hidaigo163								1				-							
HIII				-							1								1
Hockley159				3.6							-								
Hood						69.								1					
Hopkins			1														-		
Houston161																			
Howard159 Hudspeth174		_			1										1				
говорен,	3.5	.03	.00	2 3.3		47.	. 22	.60	5.9	60	5 .03	3 .00	1,083	.02	.00	1 34	2,25	7 .002	-
Hunt154	42.3	3 .66	6 .03	2 3.2	38.	3 47	7 5.18	8.14	11.6	14,06	7 .6	1 .02	25,78	5 .59	.02	3 60	9,42	. 028	8
Hutchinson157			1																-
Irion159	1.8	8 .03	.00			. 33.													
Jack159		2 .14	.00			-												.000	6
Jackson161					1	1					5 .13	2 .00			.00	4 39	0 3,54		
Jasper160	15.5	9 .25	040	2 3.5	20.	0 46.	5 2.41	1.9	5.1	3,87	1 .13	7 .00			.00	6 40	5 1,40	.009	9



*GEOPOLITICS assures Houston's post-war prosperity



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* Geopolitics is a science based on the premise that geography chiefly determines politics and economics.

AFTER this war ends, a lot of markets will fold up—but not Houston. Look at the map! Geopolitics will tell you why

Houston is the Southwest's outlet to the sea. It is the point where railroads, reaching far into the interior, meet coastwise and oceanic ship lanes.

Look to Tomorrow's Peace

After this war ends, foreign trade will flourish as never before. Domestic water-borne freight will move in greater volume than ever before.

These things will happen because the groundwork for them is being laid now, during the war, in our government's construction of ships and in the formulation of new foreign trade policies based on new foreign political policies, born of this global war.

Industry Is Moving Southward

Meanwhile, industry continues to grow in the Southwest—industry that is coming to stay. Yes, to stay. The war has merely stepped-up an established trend. And these broad bases for Houston's post-war prosperity are not all Houston is the command post for the gigantic petroleum industry, at a time when our "three-dimensional" mechanized future promises to dwarf our "mechanized" past Houston is surrounded by a vast agricultural empire, at a time when our government has determined to "feed the world," and much of this feeding will have to be done after the war ends.

Indexes, Past and Present

Houston's population was big before Pearl Harbor (384,514 in the 1940 Census), and had grown faster than any other U. S. big city except Washington, D. C., in the ten years from 1930 to 1940 (31.5% increase).

So Houston's population growth to 502,-304 now (for the corporate city), according to War Ration Books No. 2 issued, is merely a war-caused acceleration of a normal trend.

Houston's retail sales were big—biggest in the South—before Pearl Harbor (\$193,965,000 in the 1940 Census), and are now at a new all-time high.

At the end of 1940, Houston's pay rolls stood at 104.6% of the peak year of 1929, and at the end of 1942 stood at 185.4% of 1929!

Think Deeply to See Clearly

Yes, Houston, as a "war market" has all that any other "war market" has—bustling factories, busy peo-

ple, crowded stores. But these are not the standards by which to judge a market.

Think deeply! Think of Houston as a "post-war" market as well as a "war-time" market.

Apply the shiny, new yardstick of Geopolitics to Houston—to get the true picture. Do this and you will see that Houston stands in the path of a Great Destiny . . . and offers you a Great and Lasting Opportunity!

THE CHRONICLE is THE newspaper in Houston

The Chronicle delivers your message daily to 32.9% more Houston homes than the second Houston newspaper, and to 48.8% more Houston homes than the third Houston newspaper.

[Exp. 19. 1981, Publisher Detirement to the A. P. C.]

In 1942 The Chronicle published 61% more Total Advertising than the second Houston newspaper, and 166.7% more Total Advertising than the third Houston newspaper.

The Chronicle's overwhelming leadership in Houston in both circulation and advertising has been continuous—year after year—for the past 30 consecutive years.

THE HOUSTON CHRONICLE

FIRST IN HOUSTON IN CIRCULATION AND ADVERTISING FOR THE 31ST CONSECUTIVE YEAR

R. W. McCARTHY National Advertising Manager

THE BRANHAM COMPANY National Representatives

TO SELL . . . OR TELL . . . HOUSTON . . . BUY CHRONICLE

			LATIO!	ea)	12		HON	URE OF		SETAIL S	ALES- ESTIM		EFFECTIVE		YING ESTIN		VIE—1942	ADVER' CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quali of Mark Inde
Jeff Davis174	2.0	. 03	.002			25.4	. 27	.31	8.67	327	.01	.001	513	.01		255	2,958	. 001	50
lefferson (Beaumont) 160	160.0	2.48	.122		72.4	5.5	17.07	22.09	19.98	68,533		. 121	147,590		.129	922	7,468	.122	
lim Hogg163	5.5	.09	.004			20.6	.73	.49	5.59	1,884	.08	.003	3,377	.08				.004	
Jim Wells163	19.5	.30	.015	3.7	38.5	43.6	2.13	2.60	11.63	7,295	.32	.013	13,771	.31	. 012	707	4,169	.013	87
Johnson	28.4	.44	.022		34.7	44.2		4.64	10.17	8,202		.015	15,575					1	
Jones	18.1	. 28			20.6		2.42	3.75	11.27	7,272		.013	13,176						1
Kaufman	36.1	. 56	.028		15.0 34.3			2.55	7.06		.18	.007	7,669				-,	.009	
Kendall	5.4				34.3	56.6	1	6.08	7.40		1	.014	16,398 3,158					.018	
Kenedy163	.7	.01	.001	4.5		59.9	.02	.12		22			166			246	803		
Kent	3.0		1			68.4		.51	5.87		1	.001	983	1	.001			.001	50
Kerr163	10.5		1	1	47.8			1.51			1		11,291				1		
Kimble163	4.4		1	1		49.7		. 69	10000	1		.003		1	1				
King159	1.1		1			64.7			1			1	493	1	1	461	1		
Kinney	3.5	.05	.003	3.6	58.5	15.	.42	.47	7.1	856	. 04	.002	1,549	.04	.001	443	1,771	.002	6
Kleberg	16.5			1	58.3														1
Knex		1	1		00.0	58.		1	1		1	1							1
Lamar				1	37.0				1		1	1				-			1
Lamb			1		21.7			1										1	
Lampasas	9.8	. 15	5 .007	3.1	37.4	46.	4 1.33	1.34	9.2	9 2,90	4 .13	. 005	5,048	B .12	2 .004	517	3,296	. 006	8 8
La Salle				1	45.4	1		1	1								1		
Lavaca	23.5			1	10.9	-		1		-		1					1		
Lee	12.0					71.	-	1						1					1
Leon161						75.			1					4					1
Liberty161	23.1	8 .37	7 .018	3.4	12.0	38.	3.08	3.33	8.9	6 7,76	2 .34	.014	13,138	5 .31	0 .013	2 553	3,29	.016	6 1
Limestone	29.			1	1			1	1										
Lipscomb			1		1	52.											7		
Live Oak				1	1	63		1	1	-				1	-				
Llano	5.3	3 .00	.00	3.1	44.3	43.	4 1.02	. 67	8.9			.003			7 .00	3 56	1		4 10
Loving		2				10.	5 .04	.08	5	4	В		8	2		45	1 11	8	
Lufsbeck	55.	5 .86	. 04	2 3.3	68.4	22.	0 6.01	7.81	23.1	28,31	8 1.23	. 050	40,518	8 .9	1 .03	4 73	0 8,74	2 .042	2 10
Lynn	11.	1 .17	7 .00	3.5		85.	5 1.17	1.91	12.5	3,99	7 .17	. 007	6,459	9 .1	5 .00	6 58	7,39	6 .000	8 8
McCulloch	13.	8 .21	.010	3.3	37.5	44.	5 1.58	1.92	11.3	6 4,78	9 .21	.009	7,95	4 .1	8 .00	7 58	3 4,30	9 .009	9
McLennan (Waco)156	109.	0 1.68	. 083	3 3.2	57.7	24.	4 10.80	16.53	13.7	2 41,38	2 1.81	.073	90,430	0 2.0	6 .07	9 83	9,48	8 .072	2
McMullen163	1.3	3 .00	2 .00	3.2		55.	1 .18	.19	5.1	2 14	4 .01		34	2 .0	1	. 25	4 80	5	
Madison161	10.	4 .16	B .00	8 3.4		71.	6 1.26	1.79	6.2	4 3,05	3 .13	.005	5,12	4 .1	2 .00	4 49	1 1,95	7 .000	6
Marion154	13.	1 .2	.01	0 3.5	24.	4 65.	3 1.31	1.53	5.9	6 2,06	7 .09	.004	3,32	7 .0	8 .00	3 25	4 79	0 .004	4 4
Martin					1	. 75.		į.											
Mason163	4.1	.00	.00	4 3.2		53.	2 .89	.62	9.6	7 1,79	8 .08	.003	2,99	7 .0	7 .00	3 61	8 3,49	9 .004	4 10
Matagorda161	21.				32.1	38.	0 2.38	2.92	11.4	3 6,85	4 .30	.012	11,21	4 .2	6 .01	0 52	1 4,46	5 .013	2
Maverick	8.		1	7 4.1	64.	1 18.	2 1.03	1.14	4.2	8 2,64	4 12	. 005	4,21	1 .1	0 .00	4 48	9 2,64	8 .00	4
Medina163				1				1.87				1		6 .1	2 .00	5 32	6 2,77	2 .00	
Menard				3 3.2 0 3.1		40. E 17.			8.9			1							
imuland	1		.01	3.1	75.	17.	1.5	1.70	24.3	3 7,52	0 .3	.013	12,33	0 .2	.01	1 90	3,21	.01	
Milam161																	-		
Mills						. 72								1					
Mitchell															1				- 1
Montague				5 3.4 6 3.4															
Moore						-			1								-		
Motley						. 53.		1				1							
Nacogdoches																			
Navarro				6 3.3	1				1 2	-									
Newton	10	5 4	0 01	0 2 3	-	20	7 1 0									9 00			
Nolan 156												1		- 1					
Nueces (Corpus Christi) 163					1			1	1					- 4		- 1			
Ochiltree						42													
Oldham						-			0 12.0										
Orange160	30.	1 .4	7 .02	3 3.3	42	0 30	2 2 4	2 2	0 0 0	0 4 40	7 0	0.00	0.35		0 00	7 07	0 0 17	- C1	n
Palo Pinto156								1									1		
Panola		1	1		-	77.		1				1		-1			1		
Parker																	1		
Parmer		1	1	4 3.7		66		1	1 12.1								1		
		00	.00	0.1		00.	1 .00	. 6	14.1	1,78	.01	.003	7 3,00	0 .0	.00	n 23	0,0	.00	278

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Was Right!

Philip M. Hauser, Assistant Director, Bureau of Census, in a Sales Management article, placed Corpus Christi (Texas) first among the six cities in the United States that would retain their population growth after the war

THE CORPUS CHRISTI CALLER - TIMES

13 issues a week, covers the Corpus Christi market with an ever mounting circulation. Reach this permanent market through the Caller-Times

Corpus Christi

A STABLE POST-WAR MARKET

One of the major markets of the South, with large industries that will not require re-tooling. No lull between the manufacturing of war materials and peace-time goods. Unexcelled transportation facilities via air, water, rail, bus and truck.

PERMANENT POPULATION

Between 1930 and 1941 the population increased from 27,741 to over 75,000. The population is now 101,400.

PERMANENT MANUFACTURING PLANTS

Varied industrial plants were built by national concerns before declaration of the war.

PERMANENT OIL REFINERIES

29 refining, gasoline extraction, and recycling plants built in the Corpus Christi area before Pearl Harbor.

PERMANENT NAVAL BASE

The United States Government built the world's largest Naval Air Station permanently.

PERMANENT AGRICULTURAL REVENUE

Over \$40,000,000 yearly is the agricultural revenue of the Corpus Christi area.

PERMANENT GULF PORT

Millions of dollars have been spent on the port of Corpus Christi by the Government and the people of Corpus Christi. Corpus Christi rates as one of the leading Gulf ports of the South.

Investigate the Corpus Christi market now! Do not wait until after the war. Write:

CALLER - TIMES . . . CORPUS CHRISTI, TEXAS

National Advertising Representatives: TEXAS DAILY PRESS LEAGUE, Dallas—New York City—Chicago—St. Louis—Denver—Los Angeles—San Francisco

TEXAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIOI Estimate		\$2			NURE OF		RETAIL S	ALES-		EFFECTIV		YING EST			ADVER	ES- TISING
COUNTY	Total (in thou- sands)	% of State	of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou-sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Pecos	8.9	.14	.007	3.6	40.2	24.9	. 87	1.16	8.74	3,543	.15	.006	6,062	.14	.005	685	4,674	.007	100
Polk	18.8	. 29	.014	3.5		46.9	2.12	3.05	4.69	4,601	.20	.008	7,365	.17	.006	392	2,050	.012	86
Potter (Amarillo)	51.0	.79	.039	3.1	92.2	2.5	5.62	9.42	23.66	33,846	1.48	.060	60,766	1.39	. 053	1,191	2,041	.056	144
Presidio	10.0	.15	.008	4.0	34.8	17.4	.90	1.29	4.98	2,663	.12	.005	5,133	.12	.004	505	2,986	.005	63
Rains	6.7			3.7		77.7	.77	1.03	4.46	512	.02	.001	2,102	.05	.002	313	1,728	.002	40
Randall (Amarillo) 157	7.6	.12	.006	3.2	59.6	37.1	1.07	.94	21 .89	1,892	.08	.003	3,462	.08	.003	458	4,543	.004	67
Reagan	2.0	.03	.002	3.3		14.4	.14	. 43	6.41	738	.03	.001	1,381	.03	.001	687	1,667	.002	100
Real	2.5	.04	.002	3.2		50.6	.38	. 28	5.35	380	.02	.001	711	.02	.001	285	978	.001	50
Red River	27.5	. 43	.021	3.6	13.8	68.6	2.63	4.81	6.00	4,830	.21	.009	8,069	.18	.007	294	5,183	.011	52
Reeves174	7.5	.12	.006	3.3	60.6	19.8	. 88	1.17	14.77	4,675	. 20	.008	7,693	.18	.007	1,019	1,832	.010	167
Refugio	9.5	. 15	.007	3.5	39.3	28.8	1.04	1.57	13.90	4,019	.17	.007	7,714	.18	.007	808	2,914	.008	114
Roberts	1.1	. 02	.001	3.3		45.3	.18	.18	10.88	561	.02	.001	995	.02	.001	913	2,043	.001	100
Robertson	23.0		1		13.7	65.0	2.48	3.81	5.99	4,316	.19	.008	8,079	.18	.007	353	3,971	.010	56
Rockwall 154	6.6	.10	.005	3.2		60.6	.70	1.26	6.72	1,290	.06	.002	2,341	. 05	.002	356	1,963	.003	60
Runnels	18.4	.29	.014	3.4	23.7	52.9	2.28	2.65	10.63	5,928	. 26	.011	11,034	. 25	.010	599	4,978	.012	86
Rusk	47.4	.74	.036	3.5	12.7	44.7	6.55	6.42	9.74	13,609	.59	.024	24,727	. 56	. 022	522	4,431	.026	72
Sabine		1	1			05 1		1.55	5.70	1,516	.07	.003	2,689	.06	.002	267	1,352	.005	63
San Augustine 161	11.5	1				04 6	1.19	1.73	6.09	2,001	. 09	.004	3,538	.08	.003	309	2,063	.005	56
San Jacinto161	7.4		1			74.1	1		2.67	1	.03	.001	2,555	.06	.002	347	1,052	.003	5C
San Patricio163	30.9	. 48	. 024	3.5	35.3	35.9	2.64	4.49	11.71	9,838	. 43	.018	17,115	.39	.015	554	7,419	.020	83
San Saba	9.7	.15	. 007	3.4	26 (52.8	1.45	1.43	6.30	2,414	.11	.004	3,904	.09	.003	403	4,307	.005	71
Schleicher				3.2		46.	1								. 001	476		.002	100
Scurry		1			33.		1			1	1		1	1			1		
Shackelford		1	1	-		20						1				1	2,147		100
Shelby		1	1	1	1	3 70.		1			1	1		1	. 008	410	5,044	.011	61
Shere La	1.5	1				1	9 2				1	1							1
Smith					40.			-			1	1			-	-			

			LATIO Estimat		42			NURE OF		RETAIL S				SXA		INCO	ME-1942	SAL ADVER CONT	TISH
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of	% of	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quali of Mark Inde
Somervell	2.8	.04	.002	3.3		62.5	.37	.47	7.29	493	.02	.001	935	.02	.001	339	541	.001	50
Starr163	13.5	.21	.010	4.7		35.7	1.92	.63	3.71	1,512	.06	.003	2,763	.06	.002	205	513	.003	30
Stephens	10.6	.17	.008	3.2	47.2	25.5	1.65	1.92	6.80	4,733	.21	.008	8,124	.19	.007	763	1,902	.009	113
Sterling	1.4	.02	.001	3.2		40.3	.19	.21	11.62	676	.03	.001	1,219	.03	.001	863	1,872	.001	100
Stonewall	4.8	.08	.004	3.7		70.4	.56	.80	6.99	730	.03	.001	1,308	.03	.001	270	1,944	.002	50
Sutton159	3.8	.06	.003	3.2	63.6	28.4	.50	.52	12.20	1,781	.08	.003	2,981	.07	.003	791	3,970	.003	100
Swisher	6.2		.005	3.4		54.7	.84	.93	13.17	2,278			4,258	.10			3,653	.005	100
Tarrant (Fort Worth)159	235.0				80.7					128,651			323,879				9,665	.209	116
Tarrant (Futt Worth)	200.0	0.00	. 100	0.1	00.1	1.0	20.12	00.00	10.40	120,001	3.02		020,013	1.00	. 204	1,010	5,005	.203	110
Taylor159	51.0	.79	.039	3.2	60.3	19.2	5.20	6.55	18.54	20,350	.89	.036	33,957	.77	.030	666	4,145	.035	87
Terrell174	3.2	.05	.002	3.3		16.1	.31	.45	6.44	1,094	.05	.002	2,073	.05	.002	647	2,589	.003	150
Terry	15.6		1	1	35.9			1.81	15.16	4,000			6,403	.15	.006	409	4,156	.008	67
Throckmorton	4.0					59.2			7.17	844			1,497	.03	.001	377	1,616	.002	67
Titue154	18.1				23.5					4,755			7,802				2,238	.009	64
							2.20	2.00	0.00	4,100		.000	7,002		.007	400	2,200	.000	04
Tom Green	39.5	.61	.030	3.2	65.7	16.0	5.08	5.42	15.22	20,402	. 89	.036	37,467	. 85	.033	948	5,997	.033	110
Travis (Austin)162	117.0	1.82	.089	3.2	79.2	14.2	11.45	16.62	23.05	58,050	2.54	.103	125,002	2.85	.109	1,068	4,871	.092	103
Trinity161	13.0	1				56.6		1.80		2,773			4,376	.10			1,931	.006	60
Tyler161	10.8			1		62.7		1.43		2,249			3,714	.08			1,238	.005	63
Upshur154	24.2	1		3.5	12.1	1				4,132			7,576		.007		3,518	.010	
Opinior	24.2		.010	0.0		00.0	1 2.50	0.02	0.20	4,102		.001	1,516		.001	313	3,310	.010	36
Upton159	3.7	.06	.003	3.0	60.4	6.2	.54	.73	13.50	2,823	.12	.005	5,148	.12	.005	1,387	1,420	.005	167
Uvalde163	13.4	.21	.010	3.4	50.4	24.1	1.64	1.71	6.26	4,570	.20	.008	8,308	.19	.007	620	5,957	.010	100
Val Verde	15.8				86.3	1		1.86		5,050	1		9,606				4,887	.009	75
Van Zandt154	27.8					69.4				5,621			10,298		.009		6,037	.013	62
Victoria161	24.1			3.4	48.7	1									.016		4,442	.018	100
			-	1															
Walker161	19.4	.30	.015	3.3	25.7	49.3	2.06	2.50	10.45	4,471	.20	.008	8,113	.19	.007	418	1,965	.010	67
Waller,	10.7	.17	.008	3.1		61.8	1.36	1.38	8.07	2,464	.11	.004	4,443	.10	.004	415	2,293	.005	63
Ward159	9.3	.14	.007	3.2	41.2	16.4	1.12	1.49	15.97	4,808	.21	.009	7,714	.18	.007	833	1,059	.011	157
Washington161	23.4	.38	.018	3.4	25.3	66.8	2.88	3.74	10.27	5,501						427	4,892	.012	67
Webb163	45.8	.71	. 035	4.0	85.5	8.8	4.32	5.71	5.27	13,233			23,667	.54		-	4,013	.021	60
										1000									
Wharton161	34.5	.54	.026	3.4	22.9	54.2	3.09	6.22	12.32	10,776	.47		20,384	.47	.018	590	8,600	.023	88
Wheeler159	11.5				25.2			1.93	4-0-6-0-0	4,196			8,028			699	3,491	.009	100
Wichita (Wichita Falls) 158	74.3	1.15	. 057	3.2	72.7	8.0	8.67	11.28	17.18	34,099			63,501	1.45	. 056		2,451	.063	111
Wilbarger	19.3	.30	.015	3.3	45.3	39.1	1.87	3.61	12.51	7,986			14,312	.33	.013		4,869	.015	100
Willacy163	13.2	.21	.010	3.7	30.6	49.8	1.37	1.74	8.08	2,869	.13	.005	5,294	.12	.005	401	2,715	.006	60
														-					_
Williamson162	38.2				27.7					9,959			17,145				7,694	.020	70
Wilson163	16.1					67.4	1.86	2 01		2,708			4,467	.10			2,189	.007	58
Winkler159	5.2	1		1	42.1		.86	.90		3,794			5,724	.13			397	.008	-
Wise150	17.5	1	1		13.5		2.56	2.58		3,539			5,915		1		3,897	.008	62
Wood154	24.9	.38	.019	3.4	13.2	63.3	3.10	3.17	8.18	4,830	.21	.009	8,129	.19	.007	327	3,322	.011	58
Vanleum 450	2.4	. 05	002	2.0		20.6	71	70	12 02	1 027	0=	000	1 770	04	000	529	710	000	100
Yoakum	3.4	1	.003		45.6		.71 2.51	.79 2.67	13.63 12.69	1,037 8,140	.05		1,779	.04	.012		710		
Young	17.1		.003						-			1	13,680				2,639	.015	
Zapata163	4.2				ED 2	30.0	.61	. 25	1.66	147	.01		1,114			262	442	.001	33
Zavala163	7.5	.12	. 086	4.1	56.3	33.6	1.12	1.32	3.50	1,630	. 07	.003	2,984	. 07	.003	398	3,968	.004	67
STATE TOTAL	6,439.8		4.917	3.3	45.4	33.5	717.68	960.71	13.61	2,287,960		4.057	4,383,110		3.842	681	967,685	4.157	85

For Texas City figures, see pages 291-292.

Before using these figures, see explanation page 11.

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SALES MANAGEMENT DATA ON FORT WORTH'S TRADING AREA

"IN THE SQUARE" **Population** (1942) 1,500,600 23.3% of Texas Retail Sales (1942) \$ 554,548,000 **24.2%** of Texas Effective Buying Income (1942) \$1,062,031,000 24.2% of Texas Farm Dollars (1942) \$ 341,799,000 35.3% of Texas

It is also important to note that in effective buying income per capita, Fort Worth ranks FIRST among all Texas cities with a figure of \$1,384, and Tarrant County ranks SECOND among all Texas counties with a figure of \$1,378 (exceeded only by Upton County, which is "In the Square.")

Folks in Fort Worth and West Texas Buy, Read and Believe in The

Daily—187,431 (91.5% "In the Square")

(Publisher's ABC Statement 6 Mo. Ending Sept. 30, 1942.)

LARGEST CIRCULATION IN TEXAS

MAY 10, 1943

[289]

West South Central States—City Data

ARKANSAS-City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ILATIC 1942 timate					RETAIL					EFFEC		BUYIN			1942
CITY	COUNTY	Total	%	%	Dollars	%	% of			TORE G			Dollars	%	%		Per Cap	ita
		(in thou- sands)	of State	u.S.A.	(in thousands)	of State	U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of State	u.S.A.	Doll- ars	Ratio to State	Ratio ta U. S. A
Blytheville	Mississippi	12.0	.61	.009	7,597	2.05	.013	933	1,098	382	198	247	9,212	1.39	.008	768	227	98
El Dorado	Union	22.5	1.15	.017	9,570	2.58	.017	1,605	1,072		396	482	12,451	1.88	.011	553	164	63
Fayetteville	Washington	8.0	.41	.006	4,934	1.33	.009	818	1,120	221	213	248	6,417	.97	.006	802	237	92
Fort Smith	Sebastian	42.0	2.14	.032	22,850	6.17	.041	4,084	4,114	1,512	1,137	1,130	30,148	4.54	.026	718	212	82
Helena	Phillips	9.2	.47	.007	4,744	1.28	.008	767	607	*	172	163	7,043	1.06	.008	766	227	88
Hot Springs	Garland	33.7	1.71	.026	10,689	2.88	.019	2,375	1,327		1,089	682	16,929	2.55	.015	502	149	58
Joneshoro	Craighead	13.0	.66	.010	5,673	1.53	.010	1,050	714	311	257	207	9,405	1.42	.008	723	214	83
Little Rock	Pulaski	99.6	5.07	.076	60,800	16.42	.108	10,069	13,424	5,490	3,467	2,870	71,772	10.81	.063	721	213	83
N. Little Rock	Pulaski	26.0	1 32	.028	7,447	2.01	.013	1,561			388	345	12,226	1.84	.011	470	139	54
Pine Bluff	Jefferson	26.0	1.32	.020	11,314	3.06	.020	1,878	*		426	*	15,194	2.29	.013	584	173	67
†Texarkana	Miller	19.7	1.00	.015	6,528	1.76	.012	1,271	660	618	321	189	10,269	1.55	009	521	154	60
TOTAL ABOVE CIT	IES	311.7	15.86	. 238	152,146	41.07	.270	26,391	24,134	8,534	8,042	6,563	201,086	30.30	176	645	191	74
STATE TOTAL		1,964.7		1.500	370,156		.656						663,550		.582	333		39

†See also Texarkana, Texas. *Withheld to Avoid Disclosure.

For Arkansas County figures, see pages 273-274.

LOUISIANA-City Data

		1	1 1	- 1		- 1						1					1	
Alexandria	Rapides	35.2	1.45	.027	18,595	2.53	.033	2,631	4,421		914	840	29,756	2.13	.026	815	146	9
Baton Rouge	E. Baton Rouge	36.0	1.48	.027	42,073	5.71	.075	6,825		4,089	2,109	2,065	47,163	3.37	.041	1,310	227	15
Bogalusa	Washington	15.0	.62	.011	6,591	. 89	.012	1,423	1,142		503	307	11,824	.84	.010	788	137	9
Heuma	Terrebonne	10.5	.43	. 008	8,151	1.11	.014	1,059	1,015	512	452		9,036	.65	.008	861	149	99
Lafayette	Lafayette	21.0	.87	.016	10,637	1.44	.019	1,034	2,528		789	197	18,388	1.31	.016	876	152	10
Lake Charles	Calcasieu	25.2	1.04	.019	17,137	2.33	.030	2,552	3,060	1,374	1,001	539	26,859	1.92	.024	1,066	185	12:
Monroe	Ouachita	30.0	1.24	.023	25,751	3.50	.046	3,469	3,918		1,482	1,049	34,310	2.45	.030	1,144	198	13
New Iberia	Iberia	13.7	.56	.010	7,322	.99	.013	1,033	834	447	511	295	8,322	.59	.007	607	105	7
New Orleans	Orleans	524.9	21.65	.401	215,600	29.28	.382	43,105	38,253	28,295	22,354	12,389	588,840	42.08	.516	1,122	195	12
Opelousas	St. Landry	9.7	.40	.008	7,480	1.01	.013	1,090	630	1,063	421	262	7,546	.54	.007	778	135	8
Shreveport	Caddo	115.0	4.74	.088	61,400	8.34	.109	10,634	8,229	8,242	3,430	3,726	147,000	10.50	.129	1,278	222	14
TOTAL ABOVE CIT	IES	836.2	34.48	.638	420,737	57.13	.746	74,855	64,030	44,022	33,966	21,669	929,044	66 . 38	.814	1,111	193	12
STATE TOTAL		2,425.1		1.851	736,430		1.306						1,399,545		1.227	577		6

*Withheld to Avoid Disclosure,

For Louisiana County figures, see pages 274, 276.

OKLAHOMA-City Data

Ada	Pontotoc	15.1	.70	.012	9,535	1.58	.017	1,791	*	*	322	397	7,518	.64	.007	498	92	57
Ardmore	Carter	16.9	.78	.013	7,965	1.32	.014	1,817	1,568		345	450	10,558	.90	.009	625	116	72
Bartlesville	Washington	16.3	.75	.012	9,661	1.60	.017	2,350		*	392	430	15,042	1.29	.013	923	171	106
Chickasha	Grady	15.0	.69	.011	7,008	1.16	.012	1,403	1,472		442	292	8,432	.72	.007	562	104	65
Duncan	Stephens	10.2	.47	.008	5,066	.84	.009	1,090	900	*	232	249	5,351	.46	.005	525	97	60
Durant	Bryan	10.0	.46	.008	5,665	.94	.010	1,238	940	134	219	221	6,715	. 57	.006	670	124	77
El Reno	Canadian	10.3	.47	.008	4,904	.81	.009	1,343			306	254	6,283	.54	.006	610	113	7
Enid	Garfield	32.0	1.47	.024	17,322	2.87	.031	2,894	3,366	*	747	852	22,730	1.94	.020	710	132	8
Guthrie	Logan	9.5	.44	.007	5,374	.89	.010	1,149	686	211	182	229	6,332	.54	.005	667	121	7
Lawton	Comanche	37.5	1.73	.029	9,687	1.60	.017	1,779	1,296	664	437	400	9,428	. 81	.008	251	47	2
McAlester	Pittsburg	18.0	.83	.014	6,772	1.12	.012	1,318	1,269		186	282	6,403	. 55	.006	356	66	4
Miami	Ottawa	9.0	.42	.007	4,683	.78	.008	914	889	418	198	239	7,004	.60	.006	778	144	8
Muskogee	Muskogee	46.3	2.13	.035	21,120		.037	4,441	3,718	*	1,043	1,172	32,330	2.76	.028	698	129	8
	Cleveland	22.0	1.01	.017	5,623	.93	.010	1,409	605	264	407	453	7,628	.65	.007	347	64	41
Oklahoma City	Oklahoma	215.0	9.90	.164	120,497	19.96	.214	19,722	18,108	*	6,685	7,284	207,934	17.76	.182	987	179	. 11
Okmulgee	Okmulgee	15.5	.71	.012	6,841	1.13	.012	1,545	1,324	382	208	286	8,690	.74	.008	551	104	6
Ponca City	Kay	17.1	.79	.013	8,765	1.45	.016	2,061	1,256	661	385	516	13,885	1.19	.012	812	151	9
Sapulpa	Creek	12.3†	.57	.009	4,765	.79	.009	1,271	646	*	197	224	6,451	.55	.006	527	98	6
Seminole	Seminole	10.3	.47	.008	7,583	1.26	.013	1,505	598	346	433	361	6,618	. 57	.006	645	120	7
Shawnee	Pottawatomie	22.0	1.01	.017	12,017	1.99	.021	2,017	2,435	698	428	594	12,961	1.11	.011	589	109	6

†1940 Census. *Withheld to Avoid Disclosure.

Before using these figures, see explanation page 11.

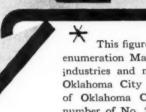
An index to all county and city data, by states and sections, appears on page 4.

Statistics are too Static

TO KEEP ABREAST OF OKLAHOMA CITY'S GROWTH!

POPULATION OF OKLAHOMA CITY

au 2432,950*



This figure is based on the annual school enumeration March 1, 1943. Multiplying war industries and military establishments around Oklahoma City has increased the population of Oklahoma County to 270,259, based on number of No. 2 ration books issued.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Represented by The Katz Agency, Inc.

OKLAHOMA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timater					RETAIL	SALES-				EFFECT		ES ES			942
CITY	COUNTY	Total	%	%	Dollars	% of	% of			TORE G			Dollars	% of	% of	- 1	Per Cap	ita
		(in thou- sands)	of	U.S.A.	(in thousands)	State	U.S.A.	Food	Gen'i Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)			Doll-	Ratio to State	Ratio to U. S. A
Stillwater	Payne	10.5 *155.0	7.14	.003		1.08		1,371 15,551	577 13,205	643 10,739	448 5,851	261 4,944	-,			662 1,098	123 203	76 123
TOTAL ABOVE CIT	IES	725.8	33.42	. 53	377,692	62.57	. 670	69,979	54,853	15,160	20,093	20,395	585,089	49.99	. 513	806	150	93
STATE TOTAL		2,171.4		1.653	603,652		1.070						1,170,520		1.026	539		62

*Current estimate of Chamber of Commerce indicates civil population 185.0

74.

76.

For Oklahoma County figures, see pages 276, 277.

TEXAS—City Data

Abilene	Taylor	32.7	.51	.025	18,179	.79	.032	3,475	3,599	1,023	678	1,088	23,341	. 65	.025	867	127	100
Alice	Jim Wells	7.5	.12	.006	5,932	. 26	.011	884	4	275	439		5,913	.13	.006	788	116	84
Amarillo	Potter-Randall	75.0	1.16	. 057	33,561	1.46	.059	6,316	3,606	3,905		2,168	52,304	1.19	.046	697	102	80
Austin	Travis	108.1	1.68	. 082	59,150	2.45	.100	11,694		4,648	4,115	3,250	105,432	2.40	.093	975	143	112
Bay City	Matagorda	6.6†	.10	.005	5,098	. 22	.009	1,078	505		262	178	4,835	.11	.005	733	82	94
Beaumont	Jefferson	76.8	1.19	. 059	37,950	1.68	.067	6,922	5,720	3,140	1,863	1,666	69,450	1.58	.061	904	133	104
Big Spring	Howard	12.6†	.20	.010	11,555	.51	.020	2,086	1,669	494	655	595	12,502	. 29	. 011	992	146	114
Borger	Hutchinson	16.5	28	. 013	7,494	. 33	.013	1,930		*	503	451	8,067	.18	.007	489	72	56
Brownsville	Cameron	27.0	. 42	. 021	7,304	.32	.013	1,409	1,071	588	512	327	13,883	.32	.012	514	75	59
Brownwood	Brown	26.0	.40	.023	8,631	. 38	. 015	1,765	1,297		250	572	11,767	. 27	.010	453	67	52
Bryan	Brazos	11.8†	.18	.009	8,858	. 39	.016	1,804		640	323		10,853	. 25	.010	916	135	105
Cleburne	Johnson	10.0	.16	.008	5,706	. 25	.010	1,493	658	+	198	346	9,635	. 22	.008	964	142	111
Corpus Christi	Nueces	86.0	1.33	. 066	47,449	2.07	.084	10,663	6,166	3,532	4,746	2,063	89,643	2.06	.079	1,042	153	120
Corsicana	Navarro	15.21	.24	.012	8,828	.39	.016	2,387	1,240	646	409	424	13,052	.30	.011	857	126	98
Dallas	Dailas	359.3	5.58	. 274	230,000	10.05	.408	37,582	54,412	20,632	15,001	10,378	401,795	9.17	. 352	1,118	164	128
Denison	Grayson	18.0	. 28	.014	8,147	. 36	.014	2,105	1,047		661	370	14,099	.32	.012	783	115	90
Denton	Denton	12.0	.19	.009	7,787	.34	.014	1,618	1,235	201	368	458	9,100	.21	.008	758	111	87
El Paso	El Paso	107.5	1.67	.082	46,150	2.02	.082	8,065	9,003		2,859	2,069	92,905	2.12	. 082	864	127	99
Fort Worth	Tarrant	201.0	3.12	. 153	125,500	5.49	. 223	21,285	33,170	8,099	6,801	5,897	278,114	6.35	.244	1,384	203	159
Gainesville	Cooke	16.5	. 26	. 013	6,127	.27	.011	1,227	*	*	283	273	8,286	.19	.007	502	74	58
Galveston	Galveston	75.0	1.16	. 057	30,450	1.33	. 054	7,276	3,248	2,627	3,521	1,257	69,160	1.58	. 061	922	135	108
Goose Creek	Harris	6.9	.11	.005	5,716	. 25	.010	964	645	190	297	100	5,674	.13	.006	819	120	120
Greenville	Hunt	18.0	.28	.014	9,305	.41	.016	1,948	1,362	589	320	614	11,079		.010		90	71
Harlingen	Cameron	6.1	. 25	.012	9,327	.41	.017	1,463	1,591		588	328	9,840	. 22	.009	615	90	71
Henderson	Rusk	16.0	.09	.005	8,142	.36	.014	1,520	1,128	372	238	440	4,816	.11	.004	790	116	91
Houston	Harris	424.6	6.59	.324	260,600	11.39	. 462	53,747	28,997	29,602	19,160	11,104	466,837	10.65	. 409	1,099	161	126
Kilgore	Gregg-Rusk	6.7	.10	. 005	9,201	.40	.016	1,782	670	585	451	387	7,267	.17	.006	1,085	159	125
Laredy	Webb	39.31	.61	. 030	12,190	.53	.022	2,091		1,758	435		21,567	. 49	.019	549	81	63
Longview	Gregg	22.0	.34	.017	10,985	.48	.019	2,129	1,492		393	619	10,509	. 24	.009	478	70	55

†1940 Census. "Withheld to Avoid Disclosure.

78 YEARS OF PROGRESS

For 78 years the San Antonio Express has brought to the people of Southwest Texas the news, when it is news, for their enjoyment and education.

The Evening News during its span of 25 years has, with its companion publication, The Express, been conscious of this tremendous responsibility.

Even 13 years before the first telephone and 12 years before the first train in Southwest Texas, The Express covered the area and serviced its readers with the latest information.

Most important in an editorial way is The Express and Evening News maintenance of separate and dis-

tinct newspapers, each having its own news and editorial staffs.

Full trunk services of the A. P. and U. P., use of Carrier Pigeons, All-Tone and Wire-Photo are some of the modern methods used in keeping Southwest Texas informed.

These qualities have builded The Express and Evening News great families of readers who have confidence in what appears in their columns. This great family represents the best citizenship of San Antonio and all Southwest Texas. Southwest Texas appreciates this by its continued readership, giving The Express and Evening News the largest circulation in their history and the largest coverage in Southwest Texas.

CIRCULATION

DAILY EXPRESS SUNDAY EXPRESS NEWS
1930 . . 38,406 1930 . . 62,405 1930 . . 39,687
1940 . . 52,467 1940 . . 90,067 1940 . . 60,550
Today . . 71,259 Today . . 117,407 Today . . 75,089

POPULATION 1930 . . 254,562 1940 . . 276,163 Today . . 322,291



ADVERTISING 1934 . . 9,786,220 1940 . . 15,597,760 1942 . . 16,635,786

San Antonio Express

SAN ANTONIO EVENING NEWS

TEXAS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMEN

			LATIO 1942 timated					RETAIL					EFFECT	IVE	BUYING	TIMA	OME-	1942
CITY	COUNTY	Total	% of	% of	Dollars	%	% of			TORE G	dollars)		Dollars	% of	%		Per Cap	
		(in thou- sands)		U.S.A.	(in thousands)	of State		Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)		U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Lubbock	Lubbock	40.7	. 63	.031	26,779	1.17	.048	4,381	5,243	•	831	1,898	20,860	.48	.018	513	75	59
Lufkin	Angelina	12.0	.19	.009	6,542	. 29	.012	1,577	718	351	261	473	6,600	.15	.006	550	81	63
Marshall	Harrison	25.0	.39	.019	9,493	.41	.017	2,469		828	222	552	12,323	. 28	.011	493	72	57
McAllen	Hidalgo	14.0	.22	.011	7,935		.014	1,379	1,173	429	383	358	6,728	.15	.006	481	71	55
McKinney	Collin	11.0	.17	.008	5,403		.010	1,319	738	273	175	313	7,055	.16	.006	641	94	74
Midland	Midland	12.1	.19		7,238		.013	,	689	358	•	404	6,203	.14	.005	513	75	59
Nacogdoches	Nacogdoches	17.2	.27	.013	6,444	.28	.011	1,224	776	336	243	439	5,018	.11	.004	292	43	34
Odessa	Ector	9.61	.15	.007	10,270	.45	.018	2,004	483	583	813		9,065	.21	.008	947	139	109
Palestine	Anderson	12.11	.19	.009	6,612	.29	.012	1,626	816		263	549	10,298	.23	.009	847	124	97
Pampa	Gray	14.6	.23	.011	10,837	.47	.019	2,255	1,659		581	681	12,890	.29	.011	883	130	101
Paris	Lamar	28.0	. 43	. 021	9,563	.42	.017	2,088	1,382	535	411	600	10,978	. 25	.010	392	58	45
Plainview	Hale	8.31	.13	.006	6,941	.30	.012	1,316	850	476	193	444	5,083	.12	.004	615	90	71
Port Arthur	Jefferson	60.0	.93	.046	25,988	1.13	.046	5,780	3,247	1,416	1,529	912	46,640	1.06	.041	777	114	89
San Angelo	Tom Green	34.5	. 53	.026	19,554	.85	.035	3,665			966		26,616	.61	.023	771	113	89
San Antonio	Bexar	295.0	4.58	.225	128,700		.228	25,510	18,407	16,343	9,436	4,980	276,660	6.31	.243	938	138	108
Sherman	Grayson	18.8	.29	.014	10,292			2,233	1,419	713	540	536	12,746	. 29	.011	678	100	78
Sulphur Springs	Hopkins	6.8	.11	.005	5,590	.24	.010	1,041	650	301	266	319	5,355	.12	.006	788	116	90
Sweetwater	Nolan	13.3	.21	.010	6,368	.28	.011	1,392			486	287	7,951	.18	.007	598	88	69
Temple	Bell	15.31	.24	.012	8,776	.38	.016	2,032	1,185	608	430	536	11,457	. 26	.010	747	110	86
:Texarkana	Bowie-Miller, Ark.	28.3	.44	.022	10,769		.019	2,162	1,921		696	519	12,375	. 28	.011	437	64	50
Tyler	Smith	28.0	.43	. 021	21,145	.92	. 037	3,829	3,334	1,566	1,028	1,336	27,964	.64	. 025	999	147	115
Vernon	Wilbarger	10.0	.16	.008	6,946	.30	.012	1,355	1,046	464	432		7,005	.16	.006	701	103	80
Victoria	Victoria	16.0	. 25	.012	9,897	.43	.018	1,987	1,033	285	607	375	9,334	.21	.008	583	386	67
Waco	McLennan	60.0	.93	. 046	34,400	1.50	.061	7,357	5,966	2,589	1,936	1,623	62,580	1.43	. 055	1,043	15	120
Waxahachie	Ellis	8.71	.13	.007	5,255	.23	.009	1,133	637	160	165	231	7,167	.16	.006	828	122	95
Wichita Falls	Wiehita	60.0	.93	.048	26,950			5,527	3,691	1,896	1,661	1,298	44,347	1.01	. 039	739	109	85
TOTAL ABOVE CIT	IES	2,700.0	41.93	2.061	1,477,049	64.55	2.618	282,335	224,590	113,056	89,387	66,558	2,518,023	57.44	22.11	933	137	107
STATE TOTAL		6,439.8	1	4.971	2,287,960		4.057				1		4,383,110		3.842	681		78

‡See also Texarkana, Ark. *Withheld to Avoid Disclosure.

For Texas County figures, see pages 280, 282, 284, 286, 287, 288. †1940 Census.

Suggestions On HOW TO GET THE FEEL OF THIS ISSUE

As an antidote to the mental indigestion which readers might get if they started to dip into this big Survey of Buying Power issue at random, the editors suggest this approach:

- 1. Look through the Pictograph pages on the india-tint pages first. They're pretty well pre-digested.
- 2. Then read the section on sources and meanings carefully (page 11), so that the tables, when you come to them, will be thoroughly understandable. It's impossible on the tabular pages themselves to explain everything the reader should know.
- 3. Then study the sample county and city data reproductions, and accompanying analyses, of Spokane County and the City of Nashville started on page 18.
- 4. By this time you probably won't be able to resist any longer the temptation to check up on the city and county where you were born, and the ones where you now live—so go ahead and do that.
- 5. Now turn back to the india-tint section and get a high-spot picture on how the Nation's largest counties and cities rank on various factors.
- 6. That probably will be about all you can digest in one sitting—unless you want to skim through the book looking at the advertising pages but neglecting the editorial tables.
- 7. Put the Survey aside until tomorrow and then call in your staff and explain it to them. Show them the list of selected uses on page 26; hand out assignments to various staff members and to yourself, to apply this mine of information to your own current or post-war problems.
- 8. Keep the Survey out where it's handy for consultation—but you'd better put a lock and chain on it. Because of the paper restriction, the print order had to be reduced from last year, and we probably won't be able to supply you with an extra copy if someone steals this one.

Mountain States - County Data

MONTANA—County Data

he "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

			LATIO Estimat		142		HO	NURE OF MES-194		SETAIL S	ESTIN		EFFECTIV	SXI	YING ESTI	MATE	WE-1942	ADVER CONT	TISIA
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of J.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Mark
Seaverhead	6.4	1.22	.005	2.5	43.4	34.6	.99	1.33	19.29	3,782	1.60	.007	6,706	1.61	.006	1,055	6,027	.007	140
Big Horn	9.5	1.82	.007	3.6		55.5	1.20	1.32	19.02	3,002	1.27	.005	5,427	1.29	.005	572	7,865	.007	
Haine	8.7	1.67	.007	3.4		50.2	1.53	.91	18.73	3,766	1.59	.007	6,744	1.60	.006	776	5,519	.008	114
Proadwater	2.8	. 53	.002	3.1		41.1	.50	.46	17.42	1,220	.52	.002	2,388	.57	.002	865	1,485	.002	
Carbon168	11.1	2.13	.008	3.2	24.9	45.2	1.78	1.53	14.56	2,766	1.17	.005	5,577	1.32	.005	501	4,486	.008	
Carter	3.0	. 57	.002	3.1		74.7	. 62	.29		415	.18	.001	753	.18	.001	254	2,132	.001	50
Cascade	39.5	7.58	.030	2.9	71.3	13.6	5.32	7.13	27.20	23,558	9.97	.042	38,533	9.15	.034	974	6,514	. 041	13
Chouteau170	6.2	1.19	.005	3.0		60.3	1.25	. 87	20.66	1,988	.83	.003	4,231	1.00	.004	682	6,188	.005	10
Custer168	9.5	1.83	.007	2.9	70.2	21.0	1.37	1.59	21.57	4,769		.008	8,268		.007	867	2,079	.010	
Daniels	4.2			3.3		57.4			17.86	1,393	.59	.002	3,008	.71	.003	722	2,887	.003	
Dawson	8.1	1.56		3.3	52.5			1.15	26.53	3,116	1.32	.005	6,292	1.49	.006	775	2,063	.007	117
Deer Lodge169	14.5	2.79	.011	2.9	80.8	7.4	1.95	2.11	23.62	5,612	2.37	.010	10,330	2.45	.009	710	624	.013	118
Fallon168	3.5	.67	.003	3.5		53.0	.48	. 45	20.13	1,096	.46	.002	2,288	.54	.002	651	1,660	.002	6
Fergus170	12.7	2.43	.010	3.0	41.8	38.7	2.01	2.03	18.60	5,392	2.28	.010	11,970	2.84	.010	945	5,932	.011	110
Flathead	22.4	4.30	.017	3.0	44.7	31.6	4.28	2.83	18.51	10,212	4.32	.018	18,042	4.29	.016	805	3,016	.020	-11
0-11-11-	49.9	3.40	01.4	3.0	A7 A	21 0	0.50	0.00	27.04	0.000	4.10	017	47.00=	A 10	017	004	0.000	000	
Gallatin169					47.4					9,682		.017	17,607		.015	994	8,092	.020	
Garfield	2.4		.002		07.0	68.6		.23		366	.15	.001	671	.16	.001	279	903	.001	5
Glacier170		1.70	.007		27.8				19.83			.007	7,305		.006	821	2,663	.010	
Golden Valley	1.4		.001			62.2				209	.09		400	.10		278	1,114		10
Granite169	2.9	. 55	. 002	2.5		28.6	.54	.60	16.46	1,345	. 57	.002	2,645	.63	.002	920	997	.003	15
Hill170	12.5	2.39	.009	3.2	48.3	33.1	1.92	1.64	27.66	6,215	2.63	.011	11,764	2.79	.010	942	4,224	.012	13
Jefferson	4.0	1	.003	2.9		31.5	.66	.57	18.30			.002	2,396	.57	.002		1,245		1
Judith Basin	3.4		.003			04.0						.002	2,038		.002		3,335		
Lake		2.36	.009			54.4			17.39		1.46	.006	6,079		.005		4,019		
Lewis and Clark		3.81		2.7		11.5			31.17			.022	20,387			1,025			
Liberty170	2.0			2.9		60.8				657	. 28	.001	1,119		.001				
Lincoln176	7.3								13.61	2,029		.004	4,142		.004		624	.006	
McCane168	3.2			3.3					14.29			.001	960		.001			.001	
Madison	6.0			2.8				1	14.90			.003							
Meagher	2.1	.40	. 002	2.6		47.0	.40	. 26	12.90	889	.38	.002	1,750	.42	. 002	848	2,424	.002	10
Mineral	1.7	.32	. 001	2.4		20.4	.40	. 32	16.06	484	.20	.001	1,077	.26	.001	647	181	.001	10
Missoula169	26.7		.020	2.9	63.5	12.7	4.52	3.77	26.76	16,115	6.82	.028			. 023	1,007		1	
Musselshell 168	5.1	1	.004	3.0	46.2	2 22.7	.97	.71	15.37			.004				1	1		
Park109	1000	2.01		2.9	57.4			1			2.12	.009							
Petroleum				2.7		53.0				230			468			492	1	1	
DL:111 170		1.28	.005	2.9		46.7	1.31	1.00	18.74	2,538	1 07	.004	E 174	1.23	005	770	2.750	000	10
Phillips				4					1					1					
Pondera170		1		1		52.9	1		19.60			.005		1.21	.004			1	
Powder River168				3.1		. 79.				449		.001		1					
Powell						3 26.			17.4			.004		1.05			1		
Prairie	2.3	. 43	.002	3.3		40.	1 .4	.24	13.7	653	. 28	.001	1,136	. 27	. 001	501	863	. 002	2 11
Ravalli169		7 2.25		3.1	1		3 2.2		18.0		1.55	.006	7,022	1.67	.006	599	5,281	.009	9 10
Richland 96		2 1.96	.001	3.5	29.	2 54.	2 1.4	1.10	21.1	3,343	1.41	.006	6,674	1.59	.008	652	5,796	.006	6
Roosevelt		2 1.77	.00	7 3.5		. 42	7 1.5	2 .9	18.5	4,09	1 1.73	.007	8,018	1.90	.007	867	3,370	.009	9 17
Resebud		0 1.14	.00	3.2		. 42.	7 1.0	0 .74	16.5	1,993	.84	.004	4,008	.95	.003	673	3,377	.00	5 1
Sanders	6.0	0 1.15	. 00	2.9		. 48.	5 1.2	. 8	2 15.3	2 1,52	. 64	.003	3,177	.75	.003	529	1,618	.008	5 1
01-14 00		0 1 2		2 5		E4			15 9	1.00	90	000	4 100		000		2 200	000	
Sheridan 96		0 1.3		3.5					5 15.7				1				1		
Silver Bow		0 10.30		2.7				7	1 25.9		8 12.10			2 11.98	1		1		
Stillwater168		9 1.13		5 3.1				31	2 15.8								1		
Sweet Grass				3 2.9					0 19.1			1							
Teton170	6.1	6 1.2	.00	5 3.0		. 59.	8 1.2	5 .7	4 18.5	1 2,21	794	.004	4,63	1.10	.00	4 70	5,21	.00	5 1
Toole	6.	0 1.10	6 .00	5 3.0	37.	5 27.	9 1.1	1 .8	6 22.4	6 3,10	7 1.31	.006	5,97	3 1.42	.00	5 98	2,50	5 .00	6 1
Treasure		8 0.3		1 3.4		. 65				000					1				
Valley		7 2.0		8 3.2					2 21.4		1 2.78	1	1	3 2.7		0 1,07	-		
Wheatland				2 3.0		-			5 19.7			1		-	1	-	1		
Wibaux				1 3.4		07			8 14.1										
	1	1	1	1	1	-	1	1		1 "	1		1 "	1		1	1,51	1	1
Yellowstone (Billings)168		0 7.8		1 3.1	63	2 22	9 5.1	4 6.4	0 28.5	6 24,45	0 10.38	.043	34,72	8.2	5 .03	0 84	6 9,39	. 03	37 1
Vallowetone Mational Back (at	I SEE W	y omini	y							1	1		1		1		1		1
Yellowstone National Park (pt.			-	-	-		-	-	-		-	-		-	-	-			-

For Montana City figures, see page 302.

Before using these figures, see explanation page 11.

An index to advertisers appears on page 324.

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			ULATIO (Estimat		942			NURE OF MES-194		RETAIL S	ALES-		EFFECTIV		YING ESTI			SALI ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Megi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Ada (Boise)	46.9	9.83	.036	3.0	51.8	22.5	8.13	6.29	28.49	32,731	15.51	.058	53,241	15.56	.046	1,136	8,778	.046	128
Adams177	3.2	. 67	.002	3.2		50.7	. 51	. 37	14.32	723	.34	.001	1,151	.34	.001	361	1,881	.002	100
Bannock	34.7	7.28	.027	3.5	59.9	23.1	4.93	3.90	27.82	16,628	7.88	.029	27,065	7.91	.023	779	6,075	.028	104
Bear Lake	6.8	1.43	.005	3.7	35.7	37.5	1.37	. 59	16.12	2,516	1.19	.004	4,545	1.33	.004	665	2,215	.005	100
Benewah	6.0	1.27		3.0		39.3		.80		1,804		.003	3,148	.92	.003	521	1,535	.005	100
Bingham	18.8	3.94	.014	3.7	17.5	54.6	2.87	2.09	18.87	5,563	2.64	.010	8,699	2.54	.007	463	10,817	.011	79
Blaine177	5.1	1.06	.004	3.1		27.8	.82	. 66				.005	4,076	1.19	.004	806	1,983	.006	150
Boise	1.7	.36	.001	2.6		34.5	.45	.30	11.31	458	.22	.001	729	.21	.001	430	346	.002	200
Bonner176	13.3	2.79	.010	2.9	27.8	40.8	3.00			4,122	1.95	.007	6,659	1.95	.006	500	1,717	.009	90
Bonneville	23.7				58.5								20,934	6.11	.018	883		. 021	117
Boundary176	5.4	1.13	.004	3.1		54.3	1.06	.60	15.67	1,969	.93	.004	3,706	1.08	.003	687	1,558	.005	125
Butte171	2.0	1				62.7		1		462		1	808			414		.001	100
Camas177	1.2			1		54.0	1			350	1		625	1	1	502		.001	100
Canyon	38.2		1	1	47.4							1					-9		93
Caribou	2.2	1				37.7									1	741			
Cassia171	13.0	2.72	.010	3.7	36.9	49.6	2.12	1.36	22.63	5,290	2.51	.009	8,581	2.51	.008	662	7,151	.010	100
Clark171	1.1					47.2	1	1		223	-		422	5		387	1		
Clearwater	5.8			-		28.4		1			1	1		1	1	745			150
Custer171	2.6			1		42.6			1	1	1	1			1	1	.,		
Elmore		1.4	1	1				1			1		1	1			1		
Franklin171	9.3	1.93	3 .007	4.0	41.	4 45.3	1.6	.72	19.00	3,014	1 1.43	.005	4,883	1.43	. 004	531	4,386	.005	71
Fremont	9.0	1.8	.007	3.8	26.	1 39.1	1.5					.005	4,931	1.44	. 004	547	4,761	.006	88
Gem177	8.6	1		1	1	1	1	1	1			1	1						
Gooding	8.4	1 1.7	5 .006	3.3	27	7 53.	7 1.3	1.14			1 .49		4,936	1.44	.004	591	1	1	100
Idaho	10.	2 2.1	2 .001	3.0		. 51.	5 2.2	1.31	13.6	3,77	1 1.75	.007	5,835	1.7	.008	575	6,073	.008	100
Jefferson	10.5	2 2.13	3 .00	4.0		. 59.	2 1.5	. 94	15.8	2,17	1.03	.004	3,877	1.13	. 003	381	4,818	.005	63
Jerome	9.0	0 1.8	8 .00	3.5	35.	7 52.	6 1.4	1.09	18.5	3,32	7 1.58	. 006	5,048	1.4	.004	562	6,543	.006	8
Kootenai		8 3.9	5 .014	2.9	45.	1 31.	7 4.3	7 2.35	16.5	6,89	3.27	. 012	11,073	3.2	.010	588	3,103	.015	107
Latah		2 3.8	2 .014	3.1	32.	0 41.	6 2.9	2.37	23.9	7,24	2 3.43	. 013	12,167	3.5	.011	667	6,23	.015	107
Lemhi		3 1.1	2 .00	3.0		. 37.	5 1.1	.73	16.0	2,48	3 1.18	.004	4,009	1.17	.00	749	2,70	.005	125
Lewis	4.:	2 .8	8 .00	3 3.2		. 43.	3 .7	7 .53	15.6	9 1,53	3 .7	3 .00	2,75	3 .8	.00	658	3,42	.003	3 100
Lincoln		9 .8	1 .00	3 3.3		. 53.	7 .5	9 .55	19.5	7 1,16	5 .58	.00	2,12	. 6	2 .00	550	2,42	. 002	2 67
Madison	8.	5 1.7	9 .00	7 4.1	37.	4 49.	7 1.3	3 .77	20.2	4 2,86	1 1.3	.00	5,249	1.5	3 .00	614	4,34	.005	5 71
Minidoka171		7 1.8	2 .00	7 3.5	32.	1 53.	0 1.5	9 .97	18.4	9 3,05	2 1.4	5 .00	5,00	1.4	.00	577	6,07	.006	8
Nez Perce		3 3.4	2 .01	2 2.9	55.	9 28.	8 2.9	3 2.66	21.2	1 11,33	9 5.3	7 .02	17,869	5.2	2 .016	1,09	4,85	.018	8 15
Oneida171	4.	5 .9	5 .00	4 3.9	50.	4 41.	8 .8	4 .4	5 16.1	7 1,44	4 .6	8 .00	2,48	3 .7	3 .00	2 54	3,11	.003	3 7
Owyhee 177	5.	1 1.0	7 .00	4 3.3		. 60.	0 1.0	0 .5	15.0	8 1,07	2 .5	1 .00	2 1,74	6 .5	1 .00	2 34	4,43	7 .00	3 7
Payette	8.	1 1.6	.00	6 3.1	34.	9 44.	4 1.5	4 1.1	5 18.3	8 3,35	6 1.5	9 .00	5,39	8 1.5	3 .00	67	3,29	.00	7 117
Power		4 .7	1 .00	3 3.4		. 50.	7 .6	2 .4	1 16.8	8 1,32	2 .6	3 .00	2,28	5 .6	7 .00	2 67	2,98	4 .00	2 6
Shoshone		5 4.5			1			1	2 23.7				1	8 5.0			1		2 13
Teton171	3.	4 .7	1 .00	3 4.1		54.	8 .5	4 .2	7 16.7	9 63	6 .3	0 .00	1 1,13	8 .3	3 .00	1 33	7 1,82	4 .00	1 3
Twin Falls		8 6.8	. 02	5 3.3	32.	6 39.	7 4.9	9 4.9	9 21.6	2 17,46	0 8.2	7 .03	1 27,06	6 7.9	1 .02	4 82	5 18,92	2 .02	8 11
Valley 177		4 .9	2 .00	3 3.2	2	. 29	6 .6	6 .5	0 18.1	1					8 .00	3 68	0 1,25	.00	5 16
Washington		5 1.5	. 00	6 3.2	41.	4 46.	6 1.4	7 .9						1 1.8					6 10
STATE TOTAL	477.	0	36	4 3.3	3 33	7 38	1 82.0	8 59.6	5 20.7	6 211,06	0	37	4 342,16	0	30	0 71	7 187,74	6 .38	3 10

For Idaho City figures, see page 303.

COLORADO—County Data

Adams	21.3	.195	.016	3.3	28.0	39.8	2.85	2.75	20.68	3,381	.74	.006	8,529	1.06	.007	400	7,692	.011	69
Alamosa	9.3	. 85	.007	3.4	53.5	26.6	1.36	1.37	23.62	5,135	1.12	.009	8,830	1.10	.008	949	2,660	.010	143
Arapahoe	30.1	2.76	.023	3.1	33.8	16.4	5.41	3.57	22.00	6,865	1.49	.012	14,897	1.85	.013	495	5,469	.023	100
Archuleta	3.5	.32 .	.003	3.5		49.1	.49	.48	11.58	579	.13	.001	1,337	.17	.002	386	1,271	.002	67
Baea172	6.4	. 59	.005	3.2		52.9	.81	.90	12.82	1,323	.29	.002	3,320	.41	.003	518	2,586	.004	80
Bent172	9.6	. 88	.007	3.3	33.5	36.0	.99	1.43	16.81	1,524	.33	.003	3,879	. 48	.003	406	2,948	.005	71
Boulder	36.0	3.30	.027	2.9	54.4	20.1	5.63	5.69	20.31	10,538	2.29	.018	28,169	3.49	.025	783	6,602	.032	119
Chaffee	6.7	.61	.005	2.8	61.3	16.0	1.26	1.14	18.48	2,701	.59	.005	6,126	.76	.005	917	983	.008	160
Cheyenne	2.7	.25	.002	3.1		58.0	.38	.45	16.17	552	.12	.001	1,469	.18	.001	536	1,440	.002	100
Clear Creek 172	2.6	.24	.002	2.7		3.9	. 49	. 68	21.97	1,210	. 26	.002	2,774	. 35	.003	1,084	108	.004	200
Conejos	10.9	1.00	.008	4.1		49.2	1.57	.98	12.44	1,360	.29	.002	3,133	.39	. 003	288	3,977	.004	50
Costilla172	6.6	.60	.005	4.1		45.5	1.07	.56	10.60	519	.11	.001	1,146	.14	.001	174	1,913	.003	60
Crawley	4.8	.44	.004	3.4		54.5	.52	.88	13.63	971	.21	.002	2,427	.30	.002	501	2,411	.003	75
Custer172	1.6	.15	.001	3.0		56.2	.39	. 28	12.79	275	.06		666	.08	.001	414	1,044	.001	100
Belta172	14.8	1.35	.011	3.3	22.6	50.5	2.48	2.03	16.24	3,522	.76	.006	8,505	1.06	.008	576	4,917	.011	100

630 K. C.

KVOD

DENVER, COLORADO
Blue Network Affiliate

5000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVE JOSEPH HERSHEY MCGILLVRA

COLORADO—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Property Property Triple State U.S.A.	,			LATIOI Estimat		42		HOI	NURE OF MES-194		RETAIL S	ALES-				EST		ME—1942 E	SAL ADVER CONT	ES- TISING ROLS
Debrens 172 19 18 19 32 23 32 31 5.1 32 22 11.83 294 04 451 060 233 550 060 19	COUNTY	(in thou-		% of U.S.A.	sons per Fam-			(in thou-	(in thou-	an Rent	(in			(in			Cap-	Dollars (in	U. S. A. Po-	Quality of Marke Index
Douglahs. 172	Denver (Denver) 172	335.4	30.79	. 256	2.8	100.0		37.19	59.60	27.57	226,329	49.22	.401	322,936	40.05	. 283	963	1,655	.313	122
Douglahs. 172	Dolores	1.9	.18	.001	3.2		51.2	.32	.21	11.83	204	.04		451	.06		233	650	.001	100
Eagle 172	Douglas172	3.2	.29	.002	3.1		54.6	.48	.55	16.89	958	.21	.002	2,496	.31	.002	783	1,758	.003	150
Elbert (Goldrado Syrings) 172		4.7	.44	.004	3.2		30.7	.71	.79	18.78	1,136	.25	.002	2,688	. 33	.002	567		.004	100
Frement 172 17,7 182 013 3,0 7,2 21,1 2,72 2,52 15,68 4,315 5,94 008 0,9375 1,16 0,06 531 1,744 0,112 0,014		4.6	.43	.004	3.2		72.5	.81	.73	13.68	851	.19	.001	2,264	. 28	.002	488	3,366	.003	75
Garfield. 172 9,5 87 907 3.0 43.2 1.80 1.47 91.18 2.833 .81 .005 6.222 .77 .005 .685 4.382 .006 .001 .77 .88 .001 .70 .001 .77 .88 .001 .77 .70	El Paso (Colorado Springs) .172	64.3	5.91	.049	2.7	68.1	9.8	8.19	8.34	20.99	40,793	8.87	.072	64,994	8.06	. 057	1,010	5,253	. 059	120
Gliplin 172 1,0 10 0,00 2,3 10,4 2.99 2.99 12,82 225 0.66 0.00 740 0.90 0.00 707 88 0.001 Clammid 172 3,8 3,8 0.03 0.03 2,9 31.8 5.96 4.46 16.12 1.311 2.9 0.02 7.75 3,4 0.00 707 88 0.001 Clammid 172 5,6 5.51 0.04 3,1 22,6 8.11 1.24 0.01 3.01 0.001 1.311 2.9 0.02 7.75 3,4 0.00 707 88 0.001 1.00	Fremont	17.7	1.62	.013	3.0	47.2	21.1	2.72	2.52	15.68	4,315	.94	.008	9,375	1.16	.008	531	1,744	.012	92
Gumnison. 172 5.8 5.51 0.04 3.1 . 22.6	Garfield	9.5	.87	.007	3.0		43.2	1.60	1.47	19.18	2,838	.61	.005	6,232	.77	.005	658	4,382	.008	114
Gumison. 172 5.6 5.5 1 0.04 3.1 22.6 8.8 9.5 16.97 1.633 38 0.03 4.185 52 0.04 746 2.580 0.06 Hinsdale. 172 3. 0.33 2.3 28.8 0.06 0.04 38 0.0 88 0.0 315 2.20 0.00 Hinsdale. 172 1.8 1.1 2.1 0.03 5.5 36.4 21.8 1.96 2.11 12.74 3.10 18 0.00 7.74 9.9 0.07 599 1.237 0.00 Hinsdale. 172 1.6 1.5 0.01 3.1 43.7 2.8 2.8 2.5 12.10 446 1.0 0.01 1.132 14 0.01 688 2.149 0.02 1.00 1.00 1.00 1.132 14 0.01 688 2.149 0.02 1.00 1.00 1.00 1.132 14 0.01 688 2.149 0.02 1.00 1.00 1.00 1.132 14 0.01 688 2.149 0.02 1.00 1.00 1.00 1.00 1.00 1.00 1.00	Gilpin172	1.0	.10	.001	2.3		10.4	.29	.29	12.82	285	.06	.001	740	.09	.001	707	89	.001	100
Hemedale. 172	Grand172	3.8	.35	.003	2.9		31.8	.56	.46	16.12	1,311	. 29	.002	2,753	.34	. 002	729	2,248	.004	133
Huerfano. 172 13.1 1.21 0.10 3.5 36.4 21.8 1.96 2.11 12.74 3.147 68 0.06 7,747 96 007 589 1.237 0.01 2.01 2.01 2.01 2.01 2.01 2.01 2.01		5.6	.51	.004	3.1				.95	16.97	1,633		.003	4,165			746	2,580	.008	150
Jacksone 172	Hinsdale172	.3	.03		2.3		29.8	.08	.04		38	.01		88	.01		315	230	.001	
	Huerfano172	13.1	1.21	.010	3.5	36.4	21.8	1.96	2.11	12.74	3,147	.68	.006	7,747	.96	. 007	589	1,237	.010	100
Kiowa 172 2,6 24 0,02 3,0 65,9 .43 3,8 13,23 438 0,9 0,01 1,022 13 0,01 396 1,386 0,02 2,131 0,05 1,446 1,	Jackson	1.6	.15	.001	3.1		43.7	.28	.25	12.10	446	.10	.001	1,132	.14	. 001	698	2,149	.002	200
Kit Carson 172 6 9 8 3 006 3.3 6 9.1 1.87 1.13 15.04 1.482 32 003 3.726 46 0.03 538 2.131 0.05 Lake 172 7.3 67 0.06 3.0 8.4 1.0 1.12 8.8 22.49 2.601 1.67 0.05 5.734 71 0.05 788 128 0.06 Lake 172 12.5 1.15 0.10 3.3 8.0 32.9 2.20 1.19 17.5 5.02 1.09 0.10 8,796 1.09 0.00 74 268 0.011 1.14 1.14 1.14 1.14 1.14 1.14 1.1	Jefferson172	30.0	2.75	. 023	3.0	10.3	26.6	5.28	3.50	23.18	5,500	1.20	.010	12,998	1.61	.011	433	5,974	.018	78
Lake	Kiowa172	2.6	.24	.002	3.0		55.9	.43	.38	13.23	436	.09	.001	1,022	.13	. 001	396	1,386	.002	100
La Piata	Kit Carson	6.9	. 63	.005	3.3		59.1	.87	1.13	15.04	1,482	.32	.003	3,726	.46	.003	538	2,131	.005	100
Larimer 172 31.6 2.90 .024 3.0 51.8 27.9 5.03 5.29 22.00 10.690 2.33 .018 24.837 3.06 0.22 787 11,053 .030 .030 .030 .030 .030 .030 .030 .	Lake172	7.3	.67	.006	3.0	69.4	1.0	1.12	.88	22.49	2,601	.57	.005	5,734	.71	.005	788	128	.006	100
Larimer 172 31.6 2.90 .024 3.0 51.8 27.9 5.03 5.29 22.00 10.690 2.33 .018 24,837 3.08 022 787 11,053 .030 030 030 030 030 030 030 030 030 0	La Plata172	12.5	1.15	.010	3.3	38.0	32.9	2.20	1.91	17.58	5,029	1.09	.010	8,796	1.09	.008	704	268	.011	110
Lincoln. 172 5.5 5.5 1.004 3.1 54.6 79 8.6 18.17 1.445 31 003 3.427 .43 003 619 2.426 005 Logan 172 16.7 1.53 013 3.4 40.3 44.9 1.95 2.74 22.3 3.67 21.65 11.395 2.48 020 22.681 2.81 020 761 8.179 024 Mineral 172 8.06 01 3.0 15.3 12 1.7 19.16 257 06 557 07 676 152 001 Meffat 172 2.9 7.3 006 3.5 47.9 1.47 1.20 15.08 1.988 43 004 4.432 55 004 557 3.255 005 Montrose 172 15.1 1.38 012 3.3 30.9 4.5 2.84 31.003 3.209 003 682 2.933 004 Mortazuma 172 15.1 1.38 012 3.4 28.4 6.7 1.67 2.60 2.04 4.683 1.00 007 8.848 1 0.00 75 563 5.681 01		31.6	2.90	.024	3.0	51.8	27.9	5.03	5.29	22.00	10,690	2.33	.018	24,837	3.08	.022	787	11,053	.030	125
Logan 172 16.7 1.53 0.13 3.4 40.3 44.9 1.95 2.74 21.53 6.022 1.31 0.11 11,756 1.46 0.10 706 8,320 0.13 Mesa 172 29.8 2.74 0.23 36.9 39.3 5.29 3.67 21.85 11,395 2.48 0.20 22,681 2.81 0.00 706 8,320 0.24 Mineral 172 8 0.06 0.01 3.0 15.3 1.2 1.77 19.16 257 0.06 557 0.7 676 152 0.01 Meffat 172 4.7 4.3 0.04 2.8 37.8 8.83 3.87 1.91 1.47 1.20 15.08 1.98 4.3 0.04 4.432 55 0.04 557 3.255 0.05 Montrose 172 15.1 1.38 0.12 3.3 30.9 47.5 2.16 1.92 17.59 3.911 8.5 0.07 8.484 1.05 0.07 563 5.681 0.11 Morgan 172 15.1 1.38 0.12 3.3 3.9 47.5 2.16 1.89 1.77 5.75 6.113 1.33 0.11 1.6674 2.07 0.15 766 5.502 0.18 Ouray 172 1.6 1.5 0.01 2.9 31.9 34 2.8 8.38 491 1.1 0.01 1.201 1.5 0.01 741 6.35 0.02 Park 172 1.5 1.3 0.01 2.8 3.8 3.8 1.28 0.02 17.48 0.05 5.51 0.06 5.53 3.8 0.02 Phillips 172 4.5 4.2 0.03 3.2 5.5 6.6 0.79 17.48 1.227 2.8 0.02 2.857 3.6 0.02 6.8 0.02 0.08 Pueblo (Pueblo) 172 74.0 6.79 0.57 3.1 75.7 9.1 9.64 8.59 19.75 31.334 6.82 0.05 6.75 5.89 7.3 0.04 0.08 0.05 0.05 Rio Bianco 172 11.6 0.70 0.03 3.5 2.9 3.7 1.47 1.20 1.7 1.7 1.20 1.7 0.01 1.78 1.22 0.02 6.55 2.747 0.02 Rio Grande 172 1.7 0.01 0.03 3.1 0.03 3.1 0.03 3.1 0.03 3.1 0.03 3.1 0.03 0.02 3.1 0.03 0.02 3.1 0.03 0.02 3.1 0.03 0.02 3.1 0.03 0.02 3.1 0.03 0.02 3.1 0.03 0.02 3.1 0.03 0.02 3.1 0.03 0.02 0.03 0.02 0.03 0.05	Las Animas172	29.1	2.67	.022	3.4	40.9	19.5	3.74	4.48	13.31	6,563	1.43	.012	14,129	1.75	.012	485	3,130	.019	86
Memea 172 29.8 2.74 0.23 3.2 38.9 39.3 5.29 3.87 21.65 11,395 2.48 0.20 22,681 2.81 0.20 761 8,179 0.24	Lincoln	5.5	.51	.004	3.1		54.6	.79	.86	18.17	1,445	.31	.003	3,427	.43	.003	619	2,426	.005	125
Mema 172 29.8 2.74 023 3.2 36.9 39.3 5.29 3.87 21.65 11,395 2.48 0.20 22,681 2.81 0.20 761 8,179 0.24	Logan	16.7	1.53	.013	3.4	40.3	44.5	1.95	2.74	21.53	6,022	1.31	.011	11,756	1.46	.010	706	8,320	.013	100
Mineral 172			2.74	. 023	3.2	36.1	39.3	5.29	3.87	21.65	11,395	2.48	.020	22,681	2.81	. 020	761	8,179	.024	104
Montezuma 172 2.9 73 .006 3.5 47.9 1.47 1.20 15.08 1,988 .43 .004 4,432 .55 .004 557 3,255 .005 Montrose 172 15.1 1.38 .012 3.3 30.9 47.5 2.16 1.92 17.59 3,911 .85 .007 8,481 1.05 .007 563 5,681 .011 Morgan 172 16.1 1.48 .012 3.4 28.4 46.7 1.87 2.60 2.87 3.57 17.57 6.113 1.33 .011 16.67 2.07 .015 766 5,502 .018 Oursy 172 1.6 1.5 .001 2.9 .31.9 .34 .23 18.38 .491 .11 .001 1,201 .15 .001 .741 .635 .002 Pairk 172 2.45 5.42 .003 3.2 .52.6 .60			.08	. 001	3.0		15.3	.12	.17	19.16				557	.07		676	152	.001	100
Montrose 172 15.1 1.38 0.12 3.3 30.9 47.5 2.16 1.92 17.59 3,911 .85 .007 8,484 1.05 .007 563 5,681 .011 Morgan 172 16.1 1.48 .012 3.4 28.4 46.7 1.87 2.60 20.40 4,683 1.02 .008 9,952 1.24 .009 619 8,818 .012 Ouray 172 1.6 .15 .001 2.9 31.9 .34 .23 18.38 491 11 .001 1,55 .001 741 635 .002 Park .172 2.3 .21 .002 2.5 .36.0 .52 .54 18.79 .782 .17 .001 2,083 .26 .002 898 1,412 .003 Phillips .172 4.5 .42 .003 3.2 .52.6 .60 .79 17.46 1,227 .26	Moffat172	4.7	.43	.004	2.8		37.8	.83	.73	19.18	1,427	.31	.003	3,209	.40	. 003	682	2,933	.004	100
Morgan 172 16.1 1.48 .012 3.4 28.4 46.7 1.87 2.60 20.40 4,683 1.02 .008 9,952 1.24 .009 619 8,818 .012 Otero 172 21.8 2.00 .017 3.2 44.7 28.6 2.87 3.57 17.57 6,113 1.33 .011 16,674 2.07 .015 766 5,502 .018 Ouray 172 1.6 1.5 .001 2.9 .31.9 .34 .23 18.38 491 .11 .001 1,201 .15 .001 741 .635 .002 Park 172 2.3 .21 .002 2.5 .36.0 .52 .54 18.79 .782 .17 .001 1,201 .15 .001 .41 .635 .002 Phillips .172 4.5 .42 .003 3.2 .52.6 .60 .79 17.46 1,227	Montezuma172	2.9	.73	.006	3.5		47.5	1.47	1.20	15.08	1,988	.43	.004	4,432	. 55	.004	557	3,255	.005	83
Morgan 172 16.1 1.48 012 3.4 28.4 46.7 1.87 2.60 20.40 4,683 1.02 .008 9,952 1.24 .009 619 8,818 .012 Otero 172 21.8 2.00 .017 3.2 44.7 28.6 2.87 3.57 17.57 6,113 1.33 .011 16,674 2.07 .015 766 5,502 .018 Ouray 172 1.6 .15 .001 2.9 .31.9 .34 .23 18.38 491 .11 .001 1,201 .15 .001 741 635 .002 Park 172 4.5 .42 .003 3.2 .52.6 .60 .79 17.48 1,227 .26 .002 2,857 .36 .002 .81 .99 .001 .88 .002 .89 .001 .001 .003 .002 .001 .003 .002 .001 .003			1 1.38	.012	3.3	30.5	47.5	2.16	1.92	17.59	3,911	.85	.007	8,484	1.05	.007	563	5,681	.011	92
Otere 172 21.8 2.00 .017 3.2 44.7 28.6 2.87 3.57 17.57 6,113 1.33 .011 16,674 2.07 .015 766 5,502 .018 Ouray 172 1.6 1.5 .001 2.9 31.9 .34 .23 18.38 491 .11 .001 1,201 .15 .001 741 635 .002 Park 172 2.3 .21 .002 2.5 36.0 .52 .54 18.79 782 .17 .001 2,063 .26 .002 898 1,412 .003 Phillips 172 4.5 .42 .003 3.2 52.6 .60 .79 17.48 1,227 .26 .002 2,857 .36 .002 631 2,775 .004 Pitkin 172 1.5 1.3 .001 2.8 .38 .01 .66 .05			1.48	.012	3.4	28.4	46.7	1.87	2.60	20.40	4,683	1.02	.008	9,952	1.24	.009	619	8,818	.012	100
Park 172 2.3 21 002 2.5 36.0 52 .54 18.79 782 .17 001 2,063 .26 .002 898 1,412 .003 Phillips 172 4.5 .42 .003 3.2 .52.6 .60 .79 17.46 1,227 .26 .002 2,857 .36 .002 631 2,775 .004 Pitkin 172 1.5 1.3 .001 2.8 .38.9 .41 .16 .216 .05 .515 .06 .354 .988 .001 Prowers .172 74.0 6.79 .057 3.1 75.7 9.1 9.64 8.59 19.75 31,334 6.82 .056 .47,591 5.90 .042 643 4,882 .050 Rio Grande .172 74.0 6.79 .057 3.1 75.7 9.1 9.64 8.59 19.75 31,334			2.00	. 017	3.2	44.7	28.6	2.87	3.57	17.57	6,113	1.33	.011	16,674			766			106
Park 172 2.3 21 002 2.5 36.0 .52 .54 18.79 782 .17 .001 2,068 .26 .002 898 1,412 .003 Phillips 172 4.5 42 .003 3.2 .52.6 .60 .79 17.46 1,227 .26 .002 2,857 .36 .002 631 2,775 .004 Pitkin 172 1.5 .13 .001 2.8 .38.9 .41 .16 .216 .05 .515 .06 .035 .38.9 .01 .88 .001 .88 .001 .88 .001 .88 .001 .88 .008 .005 .66 .005 .6751 .84 .006 .533 .38.49 .008 Pueblo (Pueblo) 172 74.0 6.78 .057 3.1 75.7 9.1 9.64 8.59 19.75 31,334 6.82 .056 47,591	Ouray	1.6	. 15	.001	2.9		31.9	.34	.29	18.38	491	.11	.001	1,201	.15	.001	741	635	. 002	200
Phillips 172 4.5 .42 .003 3.2 52.6 .60 .79 17.46 1,227 .26 .002 2,857 .36 .002 631 2,775 .004 Pitkin 172 1.5 1.3 .001 2.8 .38.9 .41 .16 .216 .05 .515 .06 .354 .988 .001 Prowers 172 11.8 1.06 38.9 .41 .16 .216 .05 .515 .06 .354 .988 .001 Pueblo (Pueblo)			.21	.002	2.5		. 36.0	.52	.54	18.79	782	.17	.001		.26	.002	898	1,412		1
Pitkin 172 1.5 1.3 001 2.8 38.9 .41 .16 216 .05 515 .06 354 988 .001 Prowers 172 11.6 1.06 .009 3.3 38.1 38.0 1.28 2.02 17.69 3,050 .66 .005 6,751 .84 .006 593 3,849 .008 Pueblo (Pueblo) 172 74.0 6.79 .057 3.1 75.7 9.1 9.64 8.59 19.75 31,334 6.82 .056 47,591 5.90 .042 643 4,882 .050 Rio Blanco 172 2.7 .25 .002 3.1 .47.9 .47 .33 15.70 .760 .17 .001 1,785 .22 .002 .655 2,747 .002 Rio Grande 172 11.7 1.07 .009 3.5 25.9 37.2 1.40 1.73<	Phillips	4.5	. 42	. 003	3.2		. 52.6	.60	.79	17.46	1,227	.26	.002	2,857	.36	.002	631	2,775	.004	133
Prowers 172 11.6 1.06 .009 3.3 36.1 38.0 1.28 2.02 17.69 3,050 .66 .005 6,751 .84 .006 583 3,849 .008 Pueblo (Pueblo) 172 74.0 6.79 .057 3.1 75.7 9.1 9.64 8.59 19.75 31,334 6.82 .056 47,591 5.90 .042 643 4,882 .056 Rio Bianco 172 2.7 .25 .002 3.1 47.9 .47 .33 15.70 760 .17 .001 1,785 .22 .002 656 2,747 .002 Rio Grande 172 11.7 1.07 .009 3.5 25.9 37.2 1.40 1.73 15.32 3,496 .76 .006 7,600 .94 .007 652 6,604 .010 Routh 172 8.8 .81 .007 3.0 23.8 <			. 13	. 001	2.8		. 38.5	9 .41	.16		216	. 05		515	.00		354			100
Rio Blanco 172 2.7 .25 .002 3.1 47.9 .47 .33 15.70 760 .17 .001 1,785 .22 .002 655 2,747 .002 Rio Grande 172 11.7 1.07 .009 3.5 25.9 37.2 1.40 1.73 15.32 3,498 .76 .006 7,600 .94 .007 652 6,604 .010 Routt 172 8.8 .81 .007 3.0 29.8 1.31 1.72 14.59 2,681 .53 .005 5,897 .73 .005 666 3,925 .009 Saguache 172 5.4 .49 .004 3.4 40.9 .77 .79 13.19 933 .20 .002 2,160 .27 .002 401 3,225 .003 San Juan 172 1.2 .11 .001 3.019 .21 .20.52 402 .09 .001 1,059 .13 .001 857 .24 .001 San Miguel 172 3.4 .31 .003 3.1 23.4 .54 .48 16.39 .650 .14 .001 1,704 .21 .001 506 .953 .002 Sedgwick 172 4.7 .43 .004 3.4 50.6 .50 .89 18.05 1,408 .31 .002 3,195 .40 .003 685 4,224 .004 Summit 172 1.5 14 .001 2.2 14.3 .27 .40 15.98 305 .07 .001 671 .08 .001 432 338 .001			1.06	.009	3.3	36.	1 38.0	1.28	2.02	17.69	3,050	.66	.005	6,751	.84	.000	583	3,849	.008	89
Rio Grande. 172 11.7 1.07 .009 3.5 25.9 37.2 1.40 1.73 15.32 3.496 .76 .006 7,600 .94 .007 652 6,604 .010 Routt. 172 8.8 .81 .007 3.0 23.8 1.31 1.72 14.59 2.681 .58 .005 5,897 .73 .005 666 3,925 .009 Saguache 172 5.4 .49 .004 3.4 40.9 .77 .79 13.19 933 .20 .002 2,160 .27 .002 401 3,225 .003 San Juan 172 1.2 .11 .001 3.019 .21 20.52 402 .09 .001 1,059 .13 .001 857 24 .001 San Miguel 172 3.4 .31 .003 3.1 23.4 .53 .48 16.39 650 .14 .001 1,704 .21 .001 506 953 .002 Sedgwick 172 4.7 .43 .004 3.4 50.6 .50 .89 18.05 1,408 .31 .002 3,195 .40 .003 685 4,224 .004 Summit 172 1.5 1.4 .001 2.2 14.3 .27 .40 15.98 305 .07 .001 671 .08 .001 432 338 .001	Pueblo (Pueblo)172	74.0	6.79	.057	3.1	75.	9.	9.64	8.59	19.75	31,334	6.82	. 056	47,591	5.90	.042	643	4,882	.050	88
Rio Grande 172 11.7 1.07 .009 3.5 25.9 37.2 1.40 1.73 15.32 3.496 .76 .006 7,600 .94 .007 652 6,604 .010 Routt 172 8.8 .81 .007 3.0 29.8 1.31 1.72 14.59 2,831 .53 .005 5,897 .73 .005 666 3,925 .009 Saguache 172 5.4 .49 .004 3.4 40.9 .77 .79 13.19 938 .20 .002 2,160 .27 .002 401 3,225 .003 San Juan 172 1.2 .11 .001 3.019 .21 .20.52 402 .09 .001 1,059 .13 .001 857 24 .001 San Miguel 172 3.4 .31 .003 3.1 23.4 .53 .48 16.39 650 .14 .001 1,704 .21 .001 506 953 .002 Sedgwick 172 4.7 .43 .004 3.4 50.6 .50 .89 18.05 1,408 .31 .002 3,195 .40 .003 685 4,224 .004 Summit 172 1.5 .14 .001 2.2 14.3 .27 .40 15.98 305 .07 .001 671 .08 .001 432 338 .001	Rio Blanco172	2.7	7 .25	. 002	3.1		. 47.	9 .47	.38	15.70	760	.17	.001	1,785	.22	.002	658	2,747	.002	100
Routt 172 8.8 .81 .007 3.0 29.8 1.31 1.72 14.59 2,881 .58 .005 5,897 .73 .005 666 3,925 .009 Saguache 172 5.4 .49 .004 3.4 .40.9 .77 .79 13.19 933 .20 .002 2,160 .27 .002 401 3,225 .003 San Juan 172 1.2 .11 .001 3.0 .19 .21 20.52 402 .09 .001 1,059 .13 .001 857 24 .001 San Miguel 172 3.4 .31 .003 3.1 .23.4 .51 .48 16.39 650 .14 .001 1,704 .21 .001 506 953 .002 Sedgwick 172 4.7 4.3 .004 3.4 .50.6 .50 .89 18.05 1,408 .31 .002 3,195 .40 .003 685 4,224 .004			7 1.07	.009	3.5	25.	9 37.	2 1.40	1.73									1		1
Saguache 172 5.4 .49 .004 3.4 40.9 .77 .79 13.19 938 .20 .002 2,160 .27 .002 401 3,225 .003 San Juan 172 1.2 .11 .001 3.0 .19 .21 20.52 402 .09 .001 1,059 .13 .001 857 .24 .001 San Miguel 172 3.4 .31 .003 3.1 .23.4 .54 .48 16.39 .650 .14 .001 1,704 .21 .001 506 .953 .002 Sedgwick 172 4.7 4.3 .004 3.4 .50.6 .50 .89 18.05 1,408 .31 .002 3,195 .40 .003 .655 4,224 .004 Summit 1.72 1.5 .14 .001 2.2 .14.3 .27 .40 15.98 305 .07 .001 .671 .08 .001 432 338 .001			8 .81	.007	3.0		. 29.	1.31	1.72	14.59		1					1			1
San Miguel 172 3.4 31 .003 3.1 23.4 .51 .48 18.39 650 .14 .001 1,704 .21 .001 505 953 .002 Sedgwick 172 4.7 .43 .004 3.4 50.6 .50 .89 18.05 1,408 .31 .002 3,195 .40 .003 685 4,224 .004 Summit 172 1.5 14 .001 2.2 14.3 .27 .40 15.98 305 .07 .001 671 .08 .001 432 338 .001					1						.,	1			1			1		
San Miguel 172 3.4 31 .003 3.1 23.4 .51 .48 16.39 650 .14 .001 1,704 .21 .001 505 953 .002 Sedgwick 172 4.7 .43 .004 3.4 50.6 .50 .89 18.05 1,408 .31 .002 3,195 .40 .003 685 4,224 .004 Summit .172 1.5 .14 .001 2.2 14.3 .27 .40 15.98 305 .07 .001 671 .08 .001 432 338 .001	San Juan	1.5	2 .11	.00	3.0			19	.21	20.5	2 402	.09	.001	1,059	.13	.00	1 857	7 24	.001	100
Sedgwick 172 4.7 .43 .004 3.4 50.6 .50 .89 18.05 1,408 .31 .002 3,195 .40 .003 685 4,224 .004 Summit 172 1.5 .14 .001 2.2 14.3 .27 .40 15.98 305 .07 .001 671 .08 .001 432 338 .001				1	3 3.1			4 .5					1					-		
Summit																	-	1		
				-		1				1						1	-	, ,,		
Teller 172 4.5 .41 .003 2.8 11.9 1.15 .86 19.50 1.672 .36 .003 4.142 .51 .004 929 431 .006	Teller 172											1								

COLORADO—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ULATIO (Estima		HOMES—1940 Owner							YING			SALI ADVER CONT				
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Occupied (in	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita	Farm Dollars (in thousands)	U. S. A. Po-	Quality of 4 Market Index
Washington172	7.4	.68	.006	3.4		71.9	1.04	1.16	15.97	1,028	.22	.002	2,631	.33	.002	357	4,059	.003	50
Weld172	60.0	5.51	.046	3.3	25.1	45.3	6.71	10.16	19.97	12,637	2.74	. 022	32,664	4.05	.029	544	40,865	.042	91
Yuma172	10.6	.97	.008	3.4		61.1	1.62	1.64	17.18	2,456	.54	.004	6,072	.75	.005	573	5,757	.008	100
STATE TOTAL	1,089.4		.832	3.0	52.6	22.4	146.46	169.55	22.10	459,817		.815	806,245		.707	740	235,456	.893	107

For Colorado City figures, see page 303.

WYOMING-County Data

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S-ISING BOLS

Quality of Market Index

NT

Washakie 172 Weston 172 1Yellowstone National Park 172	5.5 4.5	1.95	.004		46.3	42.8 32.7 2.8	.64	.80 .61	18.58	2,850 2,015 1,021	1.70	.005	4,526 3,587 185	1.83	.003		4,254 1,796	.006	133
Uinta171	7.2		.006		49.9		1.11	.70		3,291		.006	5,418				2,025	.008	
Teton172	2.4	1.04	.002	3.1		38.2	.38	.34	23.42	1,309	1.10	.002	2,218	1.13	.002	917	916	.002	100
Sweetwater172	20.2		.016	3.1	64.2		1.66	3.93		9,900		.017	15,657	7.97	.013	774	3,171	.022	138
Sublette	2.4		.002			52.7	.46	.36	19.41	963		.001	1,740	.89	.002	735	2,755	.003	150
Platte172 Sheridan172	8.0 17.5		,006	3.2	54.7	49.6 25.0	1.01	1.22		3,226 9,923		.006	5,514 16,526		.005		3,534 5,600	.006	100 131
Park168	10.1	4.35	.008	3.2	23.1	47.6	1.55	1.54	24.54	5,455	4.59	.010	8,857	4.51	.008	878	5,379	.010	125
Niobrara172	4.4	1.90	.003	3.1		37.5	.91	.81	19.53	2,643	2.22	.005	4,360	2.22	.004	991	2,512	.005	167
Natrona172	20.4	8.79	.016	2.9	75.3	6.2	3.40	3.97	20.13	14,579	12.27	.026	22,486	11.44	:020	1,104	3,616	.022	138
Lincoln171	9.3		.007	3.7	00.0	37.4	1.46	1.09	17.63	3,482		.006	6,080		.005		4,071	.008	114
aramie (Cheyenne) 172	20.2	13.92	.025	3.1	66.0	11.9	3.93	4.25	29.29	19,637	16 52	.035	34,145	17 37	. 030	1.058	4,424	.029	116
lohnson		1.83	.003	2.8		46.5	.83	.68	17.52	1,905		.003	3,376	1.72	.003	796	3,587	.004	133
Hot Springs	3.7		.003	2.7		27.1	.61	.82	17.92	1,843		.003	3,308	1.68	.003	885	1,701	.004	133
Goshen	11.7		.009	3.5	31.3	56.1	1.53	1.57	18.90	3,756		.007		3.26	.006	548	6,440	.007	78
Crook	4.1	1.79	.003	3.3	31.9	62.4 46.9	.85	.63 1.88	16.09 20.25	1,081 5,912	.91	.002	.,	1.01	.002	478 652	2,542 5,760	.003	100 91
Converse172	5.4	2.33	.004	3.1		40.6	.99	.95	22.34	2,861	2.41	.005	4,957	2.52	.004	920	4,064	.005	125
Carbon172	12.4	5.33	.009	2.9	43.7	17.5	1.55	2.21	18.57	6,862	5.77	.012	11,641	5.92	.010	942	6,566	.014	156
ampbell	4.5	1.92	.003	2.9		57.6	1.01	.79	21.17	2,097	1.76	.004	3,712	1.89	.003	834	3,922	.005	167
lbany	12.6	5.41	.010	3.5		44.6	1.91	1.39	19.13	4,576	3.85	.008	7,422	3.78	.007	591	5,263	.009	90

Includes part located in Montana.

For Wyoming City figures, see page 303.

NEW MEXICO-County Data

				_															
Bernalillo (Albuquerque) 173	73.1	14.03	.056	3.3	51.1	14.2	10.27	7.80	23.10	33,760	22.66	.060	65,126	26.93	. 057	891	2,025	.050	89
Catron174	4.7		.004	3.3		50.1	.83	.48	8.68	415	.28	.001	715	.30	.001	151	1,790	.001	25
Chaves174	27.8	5.34	.021	3.4	56.2	30.7	2.88	3.21	19.07	9,809	6.58	.017	15,128	6.25	.013	544	8,725	.014	67
Colfax	16.6	3.19	.013	3.5	40.6	19.9	1.99	2.64	15.83	5,660	3.80	.010	8,592	3.55	.008	517	4,144	.012	92
Curry173	17.7	3.40	.014	3.4	55.4	29.3	2.36	2.44	21.66	9,606	6.45	.017	14,367	5.94	.013	810	6,464	.014	100
De Baca173	3.2	.61	.002	3.6		40.8	. 59	. 35	18.94	858	.58	.002	1,066	.44	001	334	1,810	002	100
Dona Ana174	30.1	5.78	. 023	3.6	27.6	42.2	3.18	4.09	9.66	5,939	3.99	.011	9,146	3.78	.008	304	8,217	.012	52
Eddy	26.8	5.14	.020	3.5	46.0	23.3	2.53	3.52	23.44	9,298	6.24	.016	12,951	5.35	.011	484	4,572	.015	75
Grant174	21.1	4.05	.016	3.5	25.2	14.3	2.09	2.80	16.94	5,626	3.78	.010	8,596	3.55	.008	407	4,083	.013	81
Guadalupe173	8.2	1.57	.006	3.9		29.7	1.20	.71	11.71	1,685	1.13	.003	2,778	1.15	.002	339	1,408	.004	67
Harding172	4.6	. 89	.004	3.6		54.5	.60	. 46	11.91	769	.52	.001	1,087	.45	.001	236	1,401	.002	50
Hidalgo174	5.5	1.05	.004	3.3	64.3	19.3	.62	. 63	15.55	1,933	1.30	.003	2,895	1.20	.003	529	1,150	.004	100
Lea174	15.9	3.06	.012	3.1	50.2	11.1	3.03	3.13	23.81	9,540	6.40	.017	12,830	5.40	. 011	805	3,399	.016	133
Lincoln	8.0	1.54	.006	3.4		34.7	1.17	.95	12.93	1,621	1.09	.003	2,682	1.11	.002	336	2,782	.003	50
Luna174	6.5	1.25	.005	3.3	55.9	23.4	.87	. 82	13.81	2,550	1.71	.004	3,866	1.60	.003	593	1,990	.004	80
McKinley	25.8	4.95	.020	3.9	29.8	41.3	3.37	1.95	17.89	7,512	5.04	.013	11,192	4.63	.010	434	1,503	.014	70
Mora173	10.7	7 2.07	.008	4.2		65.4	1.81	. 59	8.40	681	.46	.001	1,167	.48	.001	109	1,930	.003	38
Otero174	10.5	9 2.09	.008	3.5	37.5	30.0	1.48	1.16	12.99	2,633	1.77	.005	4,197	1.74	.004	386	2,369	.006	75
Quay173	11.5	9 2.28	.009	3.4	51.1	34.6	1.73	1.48	19.28	4,020	2.70	.007	6,403	2.65	.006	539	3,721	.009	100
Rio Arriba172	23.	3 4.47	.018	4.2		55.7	4.23	1.27	8.92	2,001	1.34	.003	3,339	1.38	.003	143	1,998	.006	33
Roosevelt173	13.	5 2.59	.010	3.6	35.1	56.5	2.03	1.60	17.64	3,452	2.32	.006	5,090	2.10	.004	378	6,384	.006	60
Sandoval	13.	8 2.66	.010	4.1		40.3	2.31	.77	8.33	991	.67	.002	1,737	.72	.002	125	1,723	.004	40
San Juan	14.	2 2.73	.011	4.1		72.1	2.80	.96	15.22	2,370	1.59	.004	3,800	1.57	.003	267	3,449	.005	45
San Miguel173	27.	3 5.25	. 021	3.8	44.3	32.6	4.18	2.15	12.25	4,950	3.32	.009	7,798	3.22	.007	285	2,254	.010	48
Santa Fe	28.	9 5.55	. 022	3.6	65.9	16.6	3.92	3.37	19.25	9,897	6.64	.018	16,831	6.86	.014	617	1,366	.017	77
Sierra174	6.	3 1.21	.005	3.0	42.2	26.3	1.02	. 89	15.62	1,313	.88	.002	2,289	.95	.002	362	1,026	.003	60

CARAGORA

USE Arizona Notus

The Arizona Network

KSUN

Bisbee-Lowell
1230 Kilocycles
250 Watts



KTUC

1400 Kilocycles 250 Watts

MANAGEMENT AFFILIATED WITH WLS, CHICAGO * * REPRESENTED BY JOHN BLAIR & COMPANY

NEW MEXICO—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			ULATIO (Estima		142			NURE OF MES-194		RETAIL S			EFFECTI		EST	ME1942 E	SAL ADVER CONT		
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Socorre	10.8	2.07	.008	3.8	32.5	40.9	1.80	.86	10.63	1,673	1.12	.003	2,884	1.18	.002	266	1,637	.004	50
Taos	17.8	3.41	.014	4.0		53.6	3.22	.89	12.13	1,978	1.33	.004	3,091	1.28	.003	174	1,049	.005	36
Torrance	10.0	1.92	.008	3.7		48.9	1.70	.93	11.38	1,432	.96	.003	2,288	.95	.002	229	2,759	.004	50
Union172	7.9	1.51	.006	3.4	35.1	47.4	1.14	1.22	14.36	2,283	1.53	.004	3,613	1.49	.003	458	3,542	.004	67
Valencia	17.9	3.43	.014	4.1	15.0	39.0	3.20	1.21	12.57	2,713	1.82	.005	4,351	1.80	.004	244	2,000	.007	50
STATE TOTAL	520.8		. 398	3.5	33.2	33.3	74.15	55.33	16.98	148,968		. 264	241,875		.212	464	92,670	.273	69

For New Mexico City figures, see page 303.

ARIZONA-County Data

STATE TOTAL	495.2		.378	3.2	34.8	22.8	62.84	68.29	18.23	195,091		.346	340,382		2.98	687	107,019	.359	9
Yuma184	25.6	5.18	.020	3.2	27.6	27.7	2.25	2.83	19.20	5,161	2.65	.009	12,957	3.81	.011	505	9,200	.014	7
avapai185	25.9	5.23	.020	2.8	22.7		3.63	4.19	17.21	7,398	3.79	.013	18,930	5.56	.017	731	4,297	.023	11
anta Cruz186	8.5	1.71	.006	3.5	54.2	12.1	.86	1.51	14.02	2,792	1.43	.005	6,889	2.02	.006	815	1,717	.006	1
inal	28.6	5.78	. 022	3.5		30.1	3.21	3.78	14.73	4,320	2.21	.008	11,691	3.43	.010	409	11,938	.015	
Pima (Tucson)	74.8	15.12	. 057	3.2	50.5	6.9	9.51	9.54	22.61	43,187	22.14	. 077	59,633	17.52	. 052	797	6,160	.063	1
łavajo185	16.3	3.30	.012	3.7	18.1	51.2	4.01	1.90	20.83	4,508	2.31	.008	10,813	3.18	.010	663	3,677	.017	1
Mohave	6.5	1.32	.005	2.7		16.1	1.29	1.37	18.06	3,334	1.71	.006	8,341	2.45	.007	1,279	1,491	.011	2
Maricopa (Phoenix)185	185.4	37.45	.142	3.2	43.2	21.2	20.86	29.59	18.07	98,959	50.73	.176	147,858	43.44	.130	797	45,742	.128	
Greenlee	11.8	2.38	.009	3.5	30.7	14.5	1.05	1.14	23.10	1,758	.90	.003	4,466	1.31	.004	379	990	.005	
Graham185	10.9	2.19	.008	3.8		37.8	1.72	1.17	18.71	2,491	1.28	.005	6,147	1.81	.005	566	4,770	.007	
illa185	23.3	4.70	.018	3.2	45.5	10.3	3.43	3.18	17.87	5,162	2.64	.009	13,546	3.98	.012	582	2,193	.018	1
oconino	19.7	3.97	.015	3.3	41.0	40.6	2.49	2.19	15.24	5,357	2.74	.009	12,608	3.70	.011	641	3,720	.020	1
ochise174	34.3	6.92	.026	3.1	41.8	13.9	4.65	4.54	17.08	8,721	4.47	. 015	21,645	6.36	.019	631	6,918	.023	
oache	23.6	4.75	.018	4.2		66.4	3.88	1.36	9.48	1,943	1.00	.003	4,858	1.43	.004	206	4,206	.009	

For Arizona City figures, see page 304.

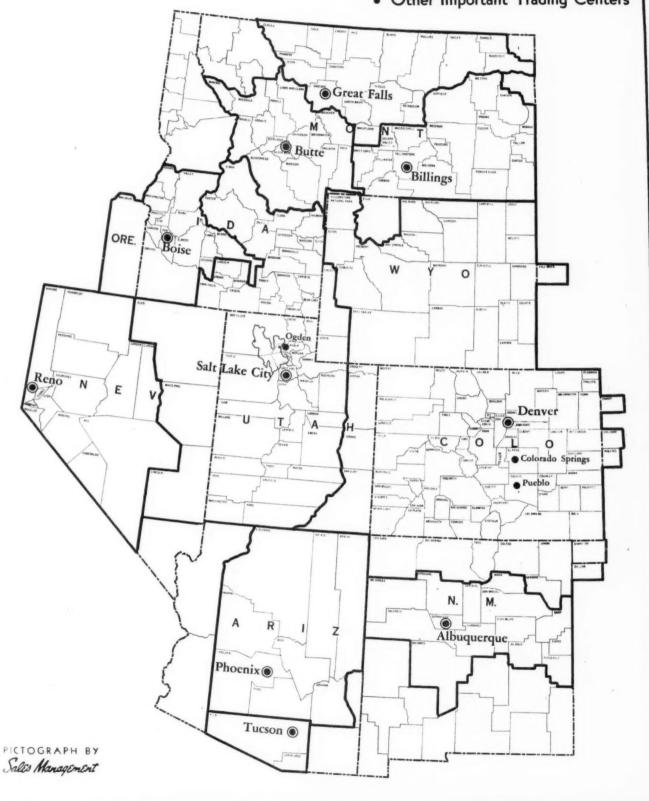
Before using these figures, see explanation page 11.

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SALES MANAGEMENT

TRADING AREAS of MOUNTAIN STATES

- Largest Trading Areas
- Other Important Trading Centers



lity f

95



While population has gained 18.1% in five years, circulation of The Salt Lake Tribune-Telegram has jumped 29.6%. No other newspaper or group of newspapers reaches this market with the impact, the forceful "home-town" edition coverage as does the Tribune-Telegram!

\$624,952,284

In Civilian Industrial Payrolls

Payrolls in private industry have doubled in the past five years in the Salt Lake Market. The 1942 figure, exclusive of farm income and military payrolls, averaged more than \$12,000,000 a week. And the upward trend continues.

Population-Over a Million

—and still growing! That's the picture now in the 58 counties of Utah, Idaho, Wyoming and Nevada served by The Salt Lake Tribune-Telegram. It's a *unified* market, unique in America.

Retail Sales Lead the Nation

Retail sales soar as multiplied mining, smelting, agricultural, manufacturing and military production increases old payrolls, creates new. Utah leads the nation in percentage of gain in retail sales over last year.

The One Big Intermountain Medium

The Salt Lake Tribune - Telegram

National Representatives: Sunday Magazine and Comic Sections Color-Black and White-Reynolds-Fitzgerald, Inc.

UTAH-County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIO (Estimat		042			NURE OF		RETAIL S	ESTIN				YING EST			SAL! ADVER' CONT	TISING
COUNTY	Total (in thou- sands)	% of State	of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Beaver171	4.7	. 85	.004	3.7		21.4	. 82	.42	16.13	1,016	.47	.002	2,070	. 57	.002	442	1,080	.004	100
Box Elder	18.6	3.35	.014	3.9	30.0	43.4	3.18	1.34	16.03	4,081		.007	8,928	2.48	.008	481	8,926	.010	71
Cache171	28.9	5.21	.022	3.7	39.8	32.5	5.34	2.13		8,244	3.85	.015	16,712	4.63	.015	579	8,147	.018	82
Carbon171	17.4	3.15	.013	3.6	43.6	11.2	1.67	2.93	18.96	5,932		.011	9,869					.014	108
Daggett	.4	.07		3.8		58.7	.07	. 05		61	.03		190	. 05		479	271		
Davis171	18.2	3.29	.014	3.9	21.3	37.3	2.76	1.02	17.48	2,500	1.17	.005	4,220	1.17	.004	232	5,436	.007	50
Duchesse	6.4	1.15	.005	4.2		60.1	1.37	.59	15.59	1,188				.71		397	2,473	.004	80
Emery171	6.2	1.13	.005	4.1		29.9	1.22	.40	11.32	618			1,197	.33		192	1,493	.003	60
Garfield171	4.2	.75	.003	4.5		14.4	.87	.23	13.87	492			769			185	1,414		67
Grand172	1.9	.33	.001	3.5		28.7	.29	.22	14.11	424	.20	.001	803	.22	.001	434	913	. 001	100
iron171	7.7	1.40	.006	3.7	56.4	17.4	1.33	.72	20.20	3,426	1.60	.006	6,420	1.78	.006	830	2,775	.008	133
Juab	6.1	1.11	.005	3.5	38.4	10.5	1.38	. 56	15.28	1,493	.70	.003	3,983	1.10	.003	651	997	.005	100
Kane171	2.1	.38	.002	4.1		28.7	.45	.11		393	.18	.001	668	. 19	.001	319	660	.002	100
Millard171	9.0	1.63	.007	4.1		27.8	1.69	. 49	13.33	1,969			3,938	1.09	.003	436	3,18	.006	86
Morgan171	2.5	.45	.002	3.8		47.5	.41	. 22	18.77	438	.20	.001	914	. 25	.001	366	864	.001	50
Plute171	1.8	.32	.001	3.7		32.4	. 39	.16	13.60	339	.16	.001	485	.14		272	748	.001	100
Rich	1.8	. 33	.001	3.9		40.1	.37	.13		156	.07		318	.09		176	1,831	.001	100
Salt Lake (Salt Lake City)171	219.0	39.56	.167	3.4	79.0	5.3	30.44	26.18	26.63	119,663	55.90	.212	190,849	52.89	.167	871	6,55	.177	106
San Juan	5.0	.91	.004	4.4		. 63.1	. 83	.16		403	.19	.001	610	.17	.001	121	2,329	.002	50
Sanpete	15.1	2.73	.012	3.8		17.	3.16	.85	11.84	2,401	1.12	.004	4,680	1.30	.004	310	5,320	.007	58
Sevier	10.6	1.92	.008	3.8	29.	6 16.3	2.19	.77	14.88	2,906	1.36	.004	6,352	1.76	.005	597	4,39	.007	88
Summit171	8.1	1.48	.006	3.7	42.5	9 23.	1.45	.75	17.17	1,512	.71	.003	2,983	. 83	.003	369	1,61	.005	
Teoele171	9.5	1.71	.007	3.5	54.1	8 13.	1 1.38	1.00	18.29	2,041	.95	. 004	4,054	1.12	. 003	428	1,16	.006	86
Uintah172	9.5	1.78	.008	4.0		. 58.	1.46	.77	14.10	1,525	.71	.003	3,333	.92	. 003	338	2,78	.005	63
Utah171	57.1	10.31	.044	3.8	69.	0 14.	9.17	4.50	19.16	13,143	6.14	.023	26,770	7.42	. 023	469	9,48	. 031	70

Looking for Information on the UTAH market? Brother, here it is / Brother, here it is /

POPULATION			1	940 Census	Today*	Increase
Salt Lake County		0		211,263	238,506	27,243
Tooele County					23,500	14,367
Utah County					61,778	4,396
Weber and Davis Counties					132,973	60,455
Entire State				550,310	656,771	106,461

* Based on survey by Office of Civilian Defense.

Note that the increase is concentrated in Salt Lake County and the four adjacent counties, well within KDYL's primary area.

PAYROLLS				J	an. 1, 1941	Jan. 1, 1943	Increase
Number of Workers			٠		75,000	140,000	65,000

Includes only establishments employing three or more persons. Does not include farm help, domestics nor government payrolls to civilian employees and service personnel.

INDUSTRIES

19 new industries, employing from 100 to 11,000 workers each, have been established in Utah since 1940. This is in addition to the many hundreds of diversified industries long established in the state.

MILITARY

Figures on military personnel cannot be divulged, but it can be said that the number is large. In Utah are now located the Ninth Service Command Headquarters, Pacific Engineering Command Headquarters, District Engineer Command Headquarters, Ninth Transportation Foreign Command Headquarters.

This is a brief summary of the reasons why Utah is a bright spot on the business map. Tell your story to this important market over its popular station . . .

National Representatives John Blair & Co.

Utah's NBC Station

			LATIO Estimat		42			NURE O		RETAIL S			EFFECTI	SYLL		INCO		SAL ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	% ef U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Oollars (in thousands)	% of State	% of U.S.A.	Dellars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	U. S. A. Po-	Quality of Market Index
Wasatch	5.6	1.02	.004	3.8	47.8	26.3	.94	.47	17.17	1,236	.58	.002	2,573	.71	.002	456	1,567	.004	100
Washington	8.1	1.46	.006	4.1	38.7	33.2	1.53	.54	18.08	1,698	.79	. 003			.003	398	1,935		83
Wayne	2.0	.36	.002	4.6		32.8	.41	. 09		120	.06		309	.09		154	829		50
Weber (Ogden) 171	65.8	11.88	. 050	3.4	77.0	14.3	8.68	6.42	24.39	34,635	16.18	.061	51,062	14.15	. 045	776	5,462	.042	84
STATE TOTAL	553.7		.423	3.6	55.5	17.1	85.23	54.26	23.37	214,053		.380	360,815		.316	652	85,617	.379	90

For Utah City figures, see page 304.

NEVADA—County Data

Churchill	4.6	3.60	.004	3.0		51.4	. 85	.71	22.63	2,837	3.65	.005	5,393	4.26	.005	1,170	1,982	.008	20
Clark	34.3	26.72	.026	2.8	51.3	7.5	1.99	2.84		10,079		.018	17,601		.015		822	.021	8
Douglas179	1.7	1.32	.001	2.8		38.8	.34	. 26	26.69	1,039	1.33	.002	2,035	1.61	.002	1,198	1.683	.003	30
Elko	10.0	7.82	.008	2.8	37.5	19.3	1.54	1.70		5,879		.010	11,450			1,143	4,825	.012	15
Esmeralda179	1.1	.82	.001	2.0		7.5	.31	.32	12.57	990		.002	2,219			2,103	129	.002	-
Eureka*179	1.4	1.10	.001	2.4		24.1	. 25	. 21	20.49	359	.46	.001	748	. 59	.001	529	715	.001	10
Humbeldt179	4.4	3.42	. 003	2.8		16.8	.68	.73	22.08	2,947	3.80	.005	5,214	4.12	.004	1,190	1,558	.007	23
Lander179	1.9	1.50	.001	2.3		12.7	. 29	.30	17.31	850	1.10	.002	1,620	1.28	.001	832	928	.003	30
Lincoln	4.3	3.36	. 003	3.3		19.0	. 52	. 62	20.52	1,390	1.79	.002	2,880	2.27	.003	668	561	.004	13
Lyon179	3.4	2.65	. 003	2.9		44.8	.65	.55	20.95	1,256	1.62	.002	2,594	2.05	.002	764	1,857	.004	13
Mineral179	4.5	3.51	.003	2.1		13.5	.39	.39	18.43	861	1.11	.002	1,786	1.41	.002	398	73	.003	10
Nye179	4.0	3.14	.003	2.1		16.9	.85	. 53	19.74	2,220	2.86	.004	4,355	3.44	.004	1,084	722	.005	16
Ormsby	3.7	2.89	.003	2.5		3.7	.48	. 45	37.17	1,683	2.17	.003	3,308	2.61	.003	893	127	.004	13
Pershing	2.4	1.8	.002	2.5		18.4	.34	. 52	18.22	1,168	1.50	.002	2,411	1.90	.002	1,025	1,035	.003	15
Storey	.8	. 63	.001	2.5		5.2	.21	.18	25.54	449	. 58	.001	876	.69	. 001	1,101	35	.001	10
Washoe	33.7	26.3	. 026	2.7	82.0	7.2	4.63	5.40	34.54	36,913	47.54	. 065	49,540	39.11	.043	1,469	2,224	.042	16
White Pine171	12.0	9.3	. 009	3.1	33.4	6.1	1.05	2.23	22.48	6,720	8.66	.012	12,640	9.98	.011	1,053	1,240	. 013	14
STATE TOTAL	128.2		. 098	2.7	39.3	14.2	15.35	17.94	26.00	77,640		.138	126,670		.111	988	20,516	. 136	13

For Nevada City figures, see page 304.

Mountain States—City Data

MONTANA—City Data

			LATIO 1942 timated					RETAIL	SALES-				EFFECT		BUYING			1942
CITY	COUNTY	Total	%	%	Dollars	%	%		FIVE S	TORE G			Dollars	%	9%		Per Cau	ita
		(in thou- sands)		U.S.A.	(in thousands)	of	U.S.A.	Food	Gen'I Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of	of	Doll-	Ratio to State	Ratio to U. S. A
Anaconda	Deer Lodge	16.0	3.07	.012	5,418	2.29	.009	1,801	591	200	720	139	10,068	2.39	.009	629	78	72
Billings	Yellowstone	25.6	4.91	.020	23,500	9.95	. 042	4,205	2,820	2,212	2,148	1,036	27,258	6.47	.024	1,065	132	122
Bozeman	Gallatin	8.7	1.67	.007	7,472	3.16	.013	1,510	955		476	176	8,168	1.94	.007	939	116	108
Butte	Silver Bow	37.1	7.11	.028	26,693	11.30	.047	6,889	2,875	2,130	3,185	696	44,196	10.50	.039	1,191	148	137
Great Falls	Cascade	35.2	6.75	.027	21,736	9.20	. 039	4,220		1,262	2,221	725	31,396	7.46	. 027	892	111	102
Havre	Hill	5.5	1.06	.004	5,547	2.35	.010	1,271	805	216	581		5,021	1.19	.004	913	113	105
Helena	Lewis & Clark	15.1	2.89	.012	11,113	4.70	.020	2,401	1,493	791	1,351		17,908	4.26	.016	1,186	147	136
Kalispell	Flathead	7.2	1.38	.005	7,667	3.24	.013	1,340		315	520	206	7,764	1.84	.007	1,078	134	124
Lewiston	Fergus	5.9	1.13	.004	5,070	2.15	.009	1,065	856	262	455	141	5,613	1.33	.005	956	118	110
Miles City	Custer	6.7	1.28	.005	4,562	1.93	.009	1,028	668	239	406	194	6,656	1.58	.006	993	123	114
Missoula	Missaula	16.5	3.16	.013	15,406	6.52	. 027	2,932	2,437	928	1,466	469	19,191	4.56	.017	1,163	144	134
TOTAL ABOVE CIT	IES	179.5	34.41	137	134,184	56.79	. 238	28,662	13,500	8,555	13,529	3,782	183,239	43.52	.161	1,021	127	117
STATE TOTAL	.,	521.6		.398	236,293		.419	*****	*****				421,005		.369	807		93

†1940 Census. *Withheld to Avoid Disclosure,

For Montana County figures, see page 294. Before using these figures, see explanation page 11.

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 11 and following pages.

1D A H O-City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 timated					RETAIL	SALES-				EFFECT		BUYING			1942
CITY	COUNTY	Total	%	9K	Dollars	%	%			TORE G			Dollars	%	%		Per Cap	ita
		(in thou- sands)	of	of U.S.A.	(in	of	of U.S.A.	Food	Gen'l Mdse.	Apparel	Eating & Drinking Places	Drug	(in thousands)	of State	of U.S.A.	Doll- ars	Ratio to State	Ratio to U. S. A
Roise	Ada	26.1	5.47	.020	27,750	13.15	. 049	4,206	4	1,314	1,849	932	40,350	11.79	. 035	1,546	216	177
Caldwell	Canyon	7.3	1.52	.006	6,218	2.95	.011	1,026	670	235	264	221	8,703	2.54	.008	1,197	167	137
Coour d'Alene	Kootenai	20.0	4.19	.015	5,504	2.61	.010	1,553			506	208	10,408	3.04	.009	520	73	60
Idaho Falls	Bonneville	15.0	3.15	.011	13,304	6.30	.024	2,198	2,100	808	943	338	15,045	4.40	.013	1,003	140	115
Lewiston	Nez Perce	9.0	1.89	. 007	10,989	5.21	.019	1,907		704	582		13,937	4.07	.012	1,549	216	178
Moscow	Latah	6.0	1.26	.005	5,416	2.56	.010	1,341	883		402	269	6,930	2.03	.006	1,152	161	132
Nampa	Canyon	12.0	2.52	.009	8,185	3.88	.014	1,516	1,549	254	362	304	13,609	3.98	.012	1,134	158	130
Pocatello	Bannock	20.0	4.19	.015	14,081	6.67	. 025	2,846	1,573		1,090	552	19,094	5.58	.017	955	133	110
Twin Falls	Twin Falls	13.0	2.73	. 010	12,471	5.91	.022	1,833	1,694	450	705	381	13,783	4.03	.012	1,060	148	122
TOTAL ABOVE CIT	JES	128.4	26.92	.098	103,918	49.24	.184	18,426	8,469	3,765	6,703	3,205	141,859	41.46	1241	,105	154	127
STATE TOTAL		477.0		.364	211,060		.374						342,160		.300	717		. 82

^{†1940} Census.

For Idaho County figures, see page 295.

COLORADO—City Data

Boulder	Boulder	13.0 42.3	1.19	.010	7,424 34,100	-	.013	1,855 7,720	517 4,252	636 2,367	1,933	391 2,065	14,258 56,800		.012		148	126 154
Denver	Denver	340.5	31.26	. 260	226,329		.401	40,797	56,269	16,096	17,504	11,891	322,936		. 283	948	128	109
Durango	La Plata	5.2	.48	.004	4,897	1.06	.009	960		233	332	1	5,948	.74	.005	1,144	155	13
Fort Collins	Larimer	11.9	1.09	.009	8,566	1.86	.015	1,880	872	534	386	290	9,935	1.23	.009	835	113	90
Grand Junction	Mesa	12.5	1.15	.009	11,027	2.40	.020	1,875		419	638	321	9,891	1.23	.009	791	107	9
Greeley	Weld	16.0	1.47	.012	10,830	2.36	.019	2,361	1,357	694	453	414	13,654	1.69	.012	854	115	9
Pueblo	Puebio	59.7	5.48	. 046	28,050	6.10	. 050	6,216	5,057		2,177	*	43,585	5.40	.038	730	99	8
iterling	Logan	7.5	. 69	.006	5,506	1.20	.010	1,138	*	287	309	223	5,205	.65	. 005	694	94	8
Frinidad	Las Animas	13.0	1.19	.010	6,460	1.40	.011	1,656	•	415	372		5,862	.73	.005	451	61	5
TOTAL ABOVE CIT	IES	527.8	48.45	. 403	348,135	75.71	.617	67,368	68,324	21,787	24,548	15,848	492,758	61.12	.432	934	126	10
STATE TOTAL		1,089.4		.832	459,817		.815						806,245		.707	740		

^{†1940} Census.

For Colorado County figures, see pages 295, 297.

WYOMING—City Data

STATE TOTAL		231.9]	.177	118,845		.210						196,520		.172	847		97
TOTAL ABOVE CIT	ES	81.6	35.21	. 062	55,777	46.93	.099	10,972	5,785	2,951	4,758	2,595	87,035	44.29	.076	1,066	126	122
Sheridan	Sheridan	10.5†	4.54	.008	9,028	7.60	.016	1,772	1,339		770	370	13,189	6.71	.011	1,253	148	144
	Sweetwater	10.5	4.53	.008		5.91	.012	1,576	453	262	704	242	11,625	5.92		1,107	131	127
aramie	Albany	10.6	4.58	.008	7,328	6.17	.013	1,658	697	380	636	351	12,135	6.17	.011	1,143	135	131
Cheyenne	Laramie	30.0	12.94	. 023	18,600	15.65	. 033	3,564	1,870	1,467	1,643	1,024	29,820	15.18	.026	994	117	114
asper	Natrona	20.0	8.62	. 015	13,790	11.60	.025	2,402	1,426	842	1,005	608	20,266	10.31	.018	1,013	120	116

NEW MEXICO-City Data

												.1						
	Bernalillo	40.2	7.72	. 031	31,750	21.31	.056	5,941		2,602	1,972	1	48,165	19.91	.042	1,198	258	138
arisbad1	Eddy	8.0	1.54	.006	5,522	3.71	.010	1,201	555	202	350	300	5,679	2.35	.005	710	153	82
Clovis	Curry	13.5	2.59	.010	8,808	5.91	.015	1,282	1,472	306	482	553	9,125	3.77	.008	676	146	78
Gallup	McKinley	8.5	1.63	.007	6,093	4.09	.011	940		304	337	232	7,015	2.90	.006	825	178	95
Hobbs	Lea	10.6	2.03	.008	6,566	4.41	.012	1,266	709	170	385	179	9,106	3.77	.008	859	185	99
Roswell	Chaves	14.9	2.86	.011	9,078	6.09	.016	1,409	1,574	334	581		12,429	5.14	.011	834	180	96
anta Fe	Santa Fe	20.3	3.90	. 016	9,500	6.38	. 017	2,322		818	644	•	16,478	6.81	.015	812	175	93
TOTAL ABOVE CIT	ES	116.0	22.27	. 089	77,317	51.90	137	14,361	4,310	4,736	4,751	1,264	107,997	44.65	. 095	931	201	107
STATE TOTAL		520.8		.398	148,968		.264						241,875		.212	464		53

^{*}Withheld to avoid disclosure.

Before using these figures, see explanation page 11.

For Your Convenience: There are two indices to all county and city data. One, by states and sections, appears on page 4; the other, alphabetically by states, on page 326.

^{*}Withheld to Avoid Disclosure.

^{*}Withheld to Avoid Disclosure.

For New Mexico County figures, see pages 297, 298.

			LATIO 1942 timater					SYD.	SALES-				EFFECT		ES			942
CITY	COUNTY	Total	% of	%	Dollars	% of	% of			TORE GI			Dollars	%	%	*	Per Cap	ita
		(in thou- sands)		of	(in thousands)			Food	Gen'i Mdse.		Eating & Drinking Places	Drug	(in	of	of	Doll- ars	Ratio to State	Ratio
Flagstaff	Coconino	9.5	1.92	.007	4,941	2.53	.009	678	. •		532		5,455	1.60	.005	574	84	66
Phoenix	Maricopa	72.0	14.54	.055	71,500	36.65	.126	9,846	11,976	3,894		3,675	78,888	23.18	.069	1,096	160	126
Prescott	Yavapai	6.0	1.21	.005	6,099	3.13	.011	1,216	950	211	554	358	7,246	2.13	.006	1,208	176	139
Tucson	Pima	41.2	8.32	.031	37,150	19.04	.066	7,855	4,942		2,650	2,283	39,386	11.57	.035	956	139	110
Yuma	Yuma	5.3	1.07	.004	5,089	2.61	.009	811	832		583	268	4,879	1.43	. 004	921	134	106
TOTAL ABOVE CIT	IES	134.0	27.08	.102	124,779	63.96	.221	20,406	18,700	4,105	4,319	6,584	135,854	39.91	.119	1,014	148	116
STATE TOTAL		495.2	-	. 378	195,091	-	.346						340,382		. 298	687	_	79

†1940 Census. Withheld to Avoid Disclosure. For Arizona County figures, see page 298.

UTAH-City Data

Logan	Cache	12.0	.22	.009	8,170	3.82	.015	1,446	•		237	261	10,602	2.94	.010	884	136	10
Ogden	Weber	67.0	1.21	. 051	33,500	15.65	.059	6,623	4,707	3,159	2,294	1,338	48,009	13.31	.042	717	110	8
Provo	Utah	23.5	.42	.018	9,766	4.56	. 017	1,714	1,931	642	503	366	12,670	3.51	.011	539	83	6
Salt Lake City	Salt Lake	180.0	3.25	.138	102,700	47.98	.182	18,884	20,896	9,215	6,096	4,285	158,630	43.96	.139	881	135	10
TOTAL ABOVE CIT	IES	282.5	5.10	.216	154,136	72.01	.273	28,667	27,534	13,016	9,130	6,250	229,911	63.72	. 202	814	125	93
STATE TOTAL		553.7		.423	214,053		. 380						360,815		.316	652		7

*Withheld to Avoid Disclosure.

For Utah County figures, see pages 300, 302.

NEVADA-City Data

	White Pine		3.23	.003		7.73	.011	1,439	462	•	839			3.74		1,149		13
and walker	Clark		14.20	.014		12.35	.017	2,238			1,295			7.22	.008			6
Reno	Washoe	26.5	20.68	. 020	33,850	43.60	. 060	5,785	4,529	2,229	4,832	1,388	32,148	25.38	.028	1,213	123	13
TOTAL ABOVE CIT	ES	48.8	38.11	. 037	49,440	63.68	.088	9,462	4,991	2,229	6,966	1,388	46,413	36.44	.040	950	96	10
TATE TOTAL		128.2		.098	77,640		.138						126,670		.111	988		11

For Nevada County figures, see page 302.

Pacific States—County Data

WASHINGTON—County Data

			LATIO Estimat		42			NURE OF		RETAIL S	ALES-		EFFECTIV		YING ESTI			ADVER	ES- TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sens per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent	Dollars (in thousands)	% ef State	% of U.S.A.	Dollars (in thousands)	% of State	% of U. S. A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Market Index
Adams176	5.2	.29	. 004	3.2		45.4	.92	.77	21.48	4,449	.36	.008	6,992	.30	.006	1,357	9,096	.006	150
Asotin176	7.7	.44	.006	3.1	37.3	25.3	1.59	. 86	22.66	2,257	.18	.004	3,666	.16	.003	478	2,408	.005	83
Benton175	11.9	.68	.009	3.2		58.8	2.08	1.27	19.35	5,259	.42	.009	8,133	.35	.007	682	6,214	.007	78
Chelan175	33.1	1.89	.025	3.0	33.8	29.3	5.18	5.13	21.39	29,885	2.41	.053	37,384	1.61	.033	1,131	14,094	.035	140
Cialiam175	20.9	1.19	.016	2.9	43.1	22.1	3.97	2.52	19.86	13,715	1.11	.024	17,801	.77	.016	852	2,566	.019	119
Clark	63.1	3.60	. 048	2.9	46.6	33.8	9.33	5.29	19.92	27,862	2.25	.049	36,356	1.57	.032	576	8,618	.034	71
Columbia176	4.9	.28	. 004	3.0	54.5	35.5	.97	. 65	20.59	2,839	.23	.005	4,882	.21	.004	993	4,924	.004	100
Cowlitz178	40.3	2.30	. 031	3.0	47.7	19.4	6.40	5.27	20.79	27,087	2.18	.048	37,368	1.61	.033	926	3,200	.034	110
Douglas176	4.8	.28	.004	3.1		56.4	1.45	1.08	17.84	2,676	.22	.005	3,082	.13	.003	638	7,838	.004	100
Ferry176	4.0	.23	.003	2.9		50.2	.84	.56	11.41	1,438	.12	.003	2,057	.09	.002	511	1,286	.003	100
Franklin	7.1	.41	. 005	3.0	62.0	25.1	1.02	. 83	21.10	4,895	.39	.009	6,627	.29	.006	927	3,307	.006	120
Garfield	3.1	.18	.002	3.1		46.1	.56	.42	19.91	2,357	.19	.004	3,825	.17	.003	1,233	1	.002	100
Grant	9.2	. 53	.007	2.7	24.9	17.1	2.38	2.34	21.15	10,599	. 85	.019	13,495	.58		1,460		.017	
Grays Harbor	47.0	2.69	. 036	2.8	55.8	14.5	9.09	7.48	18.08	38,750	3.12	.069	53,377	.2.31	.047	1,135	3,520	.052	144
Island175	5.3	.30	.004	2.5		60.7	1.47	. 55	13.68	2,049	.17	.004	2,333	.10				.003	75
Jefferson175	8.2	.47	.006	2.8	52.5	21.1	1.54	1.01	16.14	4,163	.34	.007	6,510	.28	.006	798	1,066	.007	117
King (Seattle)	548.6	31.34	. 419	2.5	75.7	4.4	86.07	83.06	24.71	427,606	34.48	.758	980,970	42.39	860	1.788			144



to SM's Market Data

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SINCE 1940, Seattle's City Zone population has increased about 21°c. During the same period, Times City Zone circulation gains have far exceded this population growth. Average net paid circulation for March. 1943, brings the percentage of gain in Times daily circulation to 45%—Sunday, 37°c!

DAILY and SUNDAY

Look at Seattle's record for '42

ALL INDICES are up—'way up, far surpassing gains registered by most other cities the country over. Per capita effective buying income climbed to a new peak 119% above the national average. With one-fourth of the state's population Seattle accounted for 37% of its total effective buying income, contributed 30% of Washington's total retail sales . . . Industrial volume soared 230% ahead of '37 levels, a percentage of gain exceeded by only one other city in the nation . . . Seattle's population trend continued upward and it's still climbing.

BRING your yardsticks up to date then look, again, at Seattle—present and prospective—and adjust your "sights" accordingly. And look, too, at The Seattle Times, the mightiest voice in this great and prosperous community. Daily and Sunday, The Times reaches many thousands more Seattle families than any other newspaper . . . Seattle retailers consistently place more linage in The Times than in the other Seattle newspapers combineda tribute to The Times' superiority, convincing proof of its leadership! O'MARA & ORMSBEE, INC., General Advertising Representatives NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

PUBLISHED

MAY 10, 1943





WAR BOOM? We hardly think so! Of course, the influx is due to tremendous expansion of war industries ... shipyards, heavy industry, airplane plants on the Coast. But consider: how are the tremendous peacetime markets of the Far East to be developed? By more ships, more planes, greater heavy industry! For those with consumer goods and services to sell now and in the future...the answer is obvious: The Pacific Coast is definitely an "A-Schedule" territory NOW! And there's an "A-Schedule" medium for you to use. It's the "The Big 3"...the combined Sunday circulation of the 3 top Coast newspapers thoroughly blanketing the entire market. Use 1-2-3 or 4 colors; in one buy, one billing, you obtain preferential Group rates. Effective? Look at the consistency records of our regular advertisers in 3 of the highest priced Sunday newspapers in the United States. When folks pay fifteen cents for a newspaper...it gets an intensive type of readership. And so does your advertisement!

• For full details on Pacific Coast Markets, see RODNEY E. BOONE ORGANIZATION

THE BIG



Pacific Coast Coverage

FRANCISCO EXAMINER

LOS ANGELES

			LATIOI Estimate		12			NURE OF MES-194		RETAIL S			EFFECTIV		YING			SAL ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Qualit of Marke Index
Kitsap175	76.1	4.34	.058	2.7	34.1	22.2	8.86	5.13	21.12	28,982	2.34	.051	40,931	1.77	.036	538	3,678	.041	71
Kittitas 175	17.7	1.01	.014	3.1	29.4	29.8	3.35	2.46	19.94	14,121	1.14	.025	18,154	.78	.016	1,023	7,246	.022	157
Klickitat178	10.0	. 57	.008	3.0		41.4	1.89	1.48	17.53	5,876	.47	.010	7,910	.34	.007	792	4,424	.009	113
Lewis	38.2	2.18	.029	3.0	29.6	38.5	7.80	4.46	17.21	24,016	1.94	.043	30.574	1.32	.027	800	7,029	.031	107
Lincoln	10.7		.008	3.1		48.6			21.92			.015	12,938			1,212			150
Mason	13.4			2.9		27.2			15.98			.012					1		
Okanogan	18.7			3.1	11.9	42.1	4.08	2.81	18.72			.022		.66		1			121
Pacific		.75	.010	2.8	25.4	16.9	3.08	1.82	15.60	9,033	.73	.016	13,322	.58	.012	1,018	1,487	.014	140
Pend Oreille	5.8	.33	.004	2.9		34.1	1.19	.90	14.37	3,301	.27	.006	4,578	.20	.004	784	1,185	.006	150
Pierce (Tacoma) 175	182.6	10.43	.139	2.7	64.4	11.1	33.19	21.52	20.34	127,712	10.30	. 226	290,403	12.55	.254	1,591	13,227	.191	137
San Juan	2.6	.15	.002	2.7		57.0	. 63	.41	15.75	1,198	.10	.002	2,020	.09	.002	778	1,139	.003	150
Skagit	35.8	2.05	.027	2.9	34.8	32.6	7.42	3.68	16.89	22,876	1.84	.041	29,948	1.29	.026	836	9,469	.030	111
Skamania178		.23	.003	2.8		17.3	.76	.65	13.89	1,460	.12	.003	2,224	.10	.002	561	743	.003	100
Snohomish175	86.1	4.92	.066	2.8	37.5	26.0	17.87	9.56	18.74	54,982	4.43	.097	72,346	3.13	.063	840	11,098	.073	111
Spokane (Spokane) 176	155.5	8.89	.119	2.7	74.	13.0	28.81	21.05	22.43	124,363	10.03	.221	289,786	12.52	.254	1,863	15,109	.181	152
Stevens	15.7	.90	.012	3.0		55.	3.45	2.09	14.3	6,99	. 56	.012	10,564	.46	.009	674	5,197	.012	100
Thurston	35.7	2.04	. 027	2.8	35.	29.	7.24	4.3	21.0	26,84	2.16	.048	35,978	1.55	.032	1,009	4,32	.035	130
Wahklakum	3.4	.19	.003	3.1		43.	.72	.49	15.7	1,39	.11	.002	2,362	.10	.002	690	1,212	.003	100
Walla Walla	30.1	1.76	. 024	2.9	59.	20.	0 4.57	3.8	22.9	25,21	3 2.03	.045	33,813	1.46	.030	1,09	11,78	.028	117
Whatcom	54.4	3.11	.042	2.9	48.	30.	7 12.26	6.2	18.6	40,03	1 3.23	.071	52,269	2.28	.046	96	13,06	.050	119
Whitman176		1 1.51	1		26.	7 41.				,				1.16	.023	1,01	25,29	.028	125
Yakima (Yakima),175	89.3	5.09	.068	3.1	31.	2 33.	9 15.73	12.70	19.9	66,67	8 5.38	.118	87,160	3.77	.076	97	40,60	. 083	122
STATE TOTAL	1,750.		1.336	2.8	53.	1 19.	3 306.17	231.10	8 21.7	1,240,14	0	2.199	2,314,200		2.02	9 1,32	2 299,27	1.72	129

For Washington City figures, see page 316.

OREGON-County Data

Baker	15.0	1.41	.011	3.0	51.1	27.5	3.02	2.38	18.19	12,668	1.73	.022	16,305	1.29	.014	1,089	5,693	.017	155
Benton178	23.2	2.18	.018	2.9	45.0	33.5	3.00	2.67	26.12	13,808	1.89	.024	17,731	1.40	.016	765	4,280	.019	106
Clackamas178	58.4	5.49	.045	2.9	10.7	37.6	12.06	5.61	17.82	21,683	2.97	.038	28,349	2.25	. 025	485	10,005	.034	76
Clatsop178	16.6	1.56	.013	2.7	53.8	12.6	3.89	3.72	19.56	19,401	2.65	.034	24,057	1.91	.021	1,453	1,578	.026	200
Columbia178	20.4	1.91	.015	3.0	20.5	37.8	3.88	2.36	17.76	9,307	1.27	.017	13,527	1.07	.012	664	3,063	.016	107
Coos	28.5	2.68	.022	2.9	39.6	24.8	5.64	4.53	18.51	20,580	2.81	. 036	28,513	2.26	. 025	1,001	4,290	. 031	141
Crook178	5.6	.52	.004	3.1		39.5	.94	.65	21.58	2,604	.36	.005	3,272	. 26	.003	588	2,868	.004	100
Curry178	3.6	.34	.003	2.6		35.6	.80	.61	14.07	2,032	. 28	.004	2,358	.19	.002	656	1,002	.005	167
Deschutes	17.2	1.62	.013	3.0	53.8	22.6	3.25	2.29	20.28	15,070	2.06	. 027	18,715	1.48	.017	1,088	3,308	.021	162
Douglas178	24.0	2.25	.018	2.8	19.1	39.1	4.54	3.34	15.74	13,711	1.87	.024	18,320	1.45	.016	763	6,337	.021	117
Gilliam178	2.4	.22	.002	3.1		44.5	.45	.36	24.12	2,329	.32	.004	3,395	.27	. 003	1,418	3,044	.004	200
Grant178	5.7	. 53	.004	3.0		36.6	1.12	. 82	16.84	3,388	.46	.006	4,774	.38	.004	842	3,413	.007	175
Harney178	4.6	.43	.004	2.9	47.7	28.9	.91	.72	20.68	4,212	. 58	.007	5,484	. 43	. 005	1,186	3,168	.006	150
Hood River178	9.9	.93	.008	3.0	28.3	47.7	1.84	1.57	19.59	6,629	.91	.012	9,522	.75	.008	961	4,600	.011	138
Jackson	26.4	2.48	. 020	2.8	44.3	27.8	6.58	4.81	19.84	23,370	3.20	. 041	30,982	2.45	.027	1,175	6,567	. 032	160
Jefferson	2.1	.20	.002	2.8		41.7	.35	. 28	18.94	975	.13	. 002	1,327	.11	. 001	624	1,084	. 002	100
Josephine	15.8	1.48	.012	2.5	37.0	39.8	3.37	1.95	16.72	9,310	1.27	.017	13,397	1.06	.012	851	2,909	.014	117

Before using these figures, see explanation page 11.

1942 Population Estimates on Tabular Pages

Population estimates on these pages are for civil populations only. County estimates, which are based on sugar rationing registrations, have been furnished by the U.S. Bureau of Census, and apply as of May 1, 1942. City estimates, furnished by local sources—chiefly chambers of commerce—are for August 1, 1942. This difference in computation dates should be borne in mind when consulting these pages, particularly where the city and its county are one and the same area.



No NEED to cover vast territory to catch big fish—or big sales—in Washington State! The Puget Sound area is the answer to both. It's home to the famous King Salmon. And here, within a 50-mile radius of our transmitter, is concentrated 66.57% of the State's total effective buying income. It's one of America's greatest, most stable business "pools"—easily, economically sold!

Speaking of INCOME! Per Capita income for 1942 in the KOMO-KJR "pool," \$1,454. National average was \$872. Comparable figures for 1938 were: Puget Sound "Pool," \$676; National average, \$515.



EDWARD PETRY & CO.
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PAUL H. RAYMER
CHICAGO, NEW YORK, SAN FRANCISCO,
LOS ANGELES



To catch big fish, fish where the big fish are! The Puget Sound area is rightly famous for its big King Salmon — and for its big per capita income [68% higher than nation's overage] and its highly concentrated market. (The salmon Donald R. Due of Seattle is holding weighs \$2 pounds!)

			JLATIO Estimal		42			NURE OF MES-194		RETAIL S	ALES-		EFFECTIV	SAL BU		MATE		SALI ADVER CONT	TISIN
COUNTY	Total (in thou- sands)	% of State	of U.S.A.	Per- sons per Fam- ily	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Qualit of Marko Inde
Klamath	37.7	3.54	.029	3.0	40.7	17.1	5.62	6.36	22.88	37,306	5.10	.066	50,709	4.01	.044	1,345	9,210	.047	162
Lake178	6.4	.61	.005	2.9		29.8	.97	.95	19.69	4,439	.61	.008	6,098	.48	.005	947	3,142	.006	120
Lane178	72.5	6.81	. 055	2.9	39.5	26.5	11.21	9.71	18.72	44,360	6.07	. 079	57,587	4.56	. 051	795	10,135	. 059	107
Lincoln	13.9	1.30	.010	2.7		26.4	2.61	2.10	16.73	7,443	1.02	.013	10,445	. 83	.009	753	1,225	.014	140
Linn	32.3	3.04	.025	3.0	27.5	46.3	5.44	3.70	17.68	14,686	2.01	. 026	17,975	1.42	.016	556	10,469	.019	76
Matheur177	16.4	1.54	.012	3.4	18.0	58.1	3.22	1.98	21.88	8,986	1.23	.016	12,924	1.02	.011	787	11,085	.014	117
Marion (Salem)	71.6	6.73	.055	2.9	45.0	29.1	12.20	8.66	20.25	37,118	5.08	. 066	79,089	6.26	. 069	1,104	15,239	.066	120
Morrow178	4.2	.40	.003	3.1		54.6	.71	.54	17.40	2,122	. 29	.004	3,262	.26	.003	771	3,614	.003	100
Multnomah (Portland)178	364.5	34.2	.278	2.6	86.0	2.1	59.94	57.32	24.04	303,679	41.53	.538	665,903	52.72	. 584	1,827	7,460	. 439	158
Polk178	20.7	1.9	.016	3.0	17.9	43.5	3.40	2.47	16.83	6,482	. 89	.011	9,149	.72	.008	442	6,042	.011	69
Sherman	1.9	.11	.001	2.8		55.1	. 33	.42	17.90	1,087	.15	.002	1,851	.15	.002	971	3,321	.002	200
Tillamook	9.4	. 8	.007	2.9	22.4	33.9	2.00	1.72	17.99	6,783	. 93	.012	9,566	.76	.008	1,013	3,332	.011	157
Umatilla178	29.8	2.8	.023	2.9	34.0	37.	3.85	3.60	22.6			. 031			.021	815	14,700	.023	100
Union	15.2	1.4	.012	3.0	44.5	27.	3 2.96	2.36	18.3	11,000	1.50	.020	14,192	1.12	.013	932	4,44	.016	125
Wallowa	6.7	.6	3 .005	3.2		52.	2 1.32	. 85	17.5	3,94	. 54	. 007	5,661	.45	. 00	842	4,40	.008	120
Wasse	11.3	1.0	. 009	2.8	47.5	31.	8 2.24	1.77	23.4	11,36	1 1.55	. 020	14,769	1.17	.013	1,306	4,38	.015	167
Washington	41.5	3.9	3 .032	2.9	9.6	44.	8.06	3.83	16.9	16,19	5 2.21	. 029	19,369	1.5	. 017	462	10,83	.025	78
Wheeler178	3.0	.2	8 .002	3.0		38.	9 .40	.48	10.1	1,39	1 .19	.002	1,814	.14	.00	609	1,74	.002	100
Yamhiii	25.8	2.4	3 .020	2.9	25.3	46.	5 4.92	2.90	18.5	14,31	1 1.90	.026	18,549	1.4	. 01	718	7,63	. 021	1 10
STATE TOTAL	1,064.0		813	2.8	48.1	23.	5 187.0	150.4	5 21.3	731,17	6	1.29	1,263,210		1.10	1,186	199,63	1 1.069	13

For Oregon City figures, see page 316.

CALIFORNIA-County Data

Alameda (Berkeley-	1		1			1			1	1		1							
Oakland)183A	540.9	7.53	.413	2.7	92.0	2.2	77.12	88.09	30.09	412,950	8.75	.732	838,633	8.61	.735	1,551	22,305	.644	156
Alpine183	.2			2.7		20.7	.06	. 04		54			66			266	202		
Amador	7.9	.11	.006	2.7		14.0	1.27	1.39	20.69	5,968	.13	.011	7,653	.08	.007	973	2,154	.011	183
Butte182	41.3	. 57	.032	2.7	32.0	24.4	7.30	6.11	18.65	32,454	. 69	. 058	40,845	.42	.036	990	16,017	.044	138
Calaveras181	7.1	.10	.005	2.5		21.0	1.33	1.46	15.40	4,887	.10	.009	6,282	.06	.006	879	2,200	.010	200
Colusa182	8.4	.12	.006	2.8		38.6	1.42	1.49	21.43	7,184	.15	.013	9,401	.10	.008	1,112	10,196	.010	167
Contra Cesta	107.1	1.49	.082	3.0	51.6	10.3	15.57	14.26	26.71	60,098	1.27	.107	80,847	. 83	.071	755	14,937	.093	113
Del Norte183	3.6	.05	.003	2.4		21.5	.76	.81	14.78	3,300	.07	.006	4,135	.04	.004	1,143	999	.006	200
El Dorado	11.5	.16	.009	2.5	23.2	25.0	2.24	2.18	16.14	7,967	.17	.014	10,013	.10	.009	871	3,476	.014	156
Fresno (Fresno)180	178.6	2.49	.136	3.1	42.9	31.8	26.79	23.22	24.67	100,376	2.13	.178	209,408	2.15	.183	1,173	72,769	.181	133
Glenn182	11.2	.16	.009	3.0		49.0	1.98	1.55	20.69	8,666	.18	.015	10,945	.11	.010	974	12,985	.012	133
Humboldt	43.1	.80	. 033	2.7	37.2	18.4	7.37	6.95	19.73	34,298	.73	.061	42,584	.44	. 037	988	11,241	.049	148
Imperial184	55.9	.78	. 043	3.3	45.4	31.8	5.22	10.04	17.18	41,416	. 88	.073	51,867	. 53	. 045	928	37,296	.056	130
Inyo184	16.2	.23	.012	2.6		7.7	.61	1.76	24.34	7,144	.15	.013	8,832	.09	.008	546	2,216	.011	92
Kern184	134.3	1.87	.103	3.1	27.4	16.1	16.31	21.66	23.70	102,966	2.18	. 183	127,268	1.31	.111	948	47,708	.136	132
Kings180	33.6	.47	. 026	3.2	23.4	39.0	4.50	5.11	21.53	23,824	.50	. 042	29,506	.30	. 026	877	23,041	. 032	123
Lake183	7.3	.10	.005	2.5		37.1	1.60	1.13	18.37	4,945	.10	.009	6,969	.07	.000	952	3,806	.009	
Lassen182	15.4			3.0		14.6	1.62	2.66	20.13	9,831	.21	.017	12,243	.13	.011	793	4,080	.014	117

Before using these figures, see explanation page 11.

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The CITY that's <u>BIGGER</u> than the STATE!

The Portland Area is a

GREATER MARKET
than all the rest of Oregon!



IN THE CITY OF PORTLAND... Per Capita Effective Buying Income is 44% higher than the Oregon state average... and 97% higher than the national average!

IN THE PORTLAND AREA (Multnomah County)...1942 Effective Buying Income is 52% of the entire state... and on a per capita basis more than double the national average!

These Sales Management figures are based on a county population of 364,500 for 1942, estimated by the Bureau of Census. In March 1943, distribution of Ration Book No. 2 established a population of 420,345 for the area. An increase of 15%.

The Portland Area is Oregon's primary market and it's still growing in dollars as well as population. In March 1943, industrial payrolls for the county topped 30 million, an increase of 76% over the monthly average in this area for the year 1942.

PORTLAND'S FAVORITE NEWSPAPER keeps pace with this amazing Pacific Coast market

In the six months ending March 1, 1943, The Journal's daily circulation in the vital Portland Area showed a gain of 15,000 subscribers. An increase of 14%.

And there's good reason! Due to the time advantage on the Pacific Coast The Journal prints world news as well as the local news the same day it happens. It offers readers nationally famous features plus favorite local writers. The Journal publishes BOTH news and features in popular balance!

No wonder The Journal is today, as it has been for years, the favorite newspaper in the rich and growing Portland Area!

EVERY OUTSTANDING MARKET HAS ONE OUTSTANDING MEDIUM! IN PORTLAND, IT'S...

TheJOURNAL

PORTLAND • OREGON

Portland's Afternoon Newspaper

Represented by REYNOLDS-FITZGERALD... New York Chicago, Philadelphia, Detroit, Los Angeles. San Francisco



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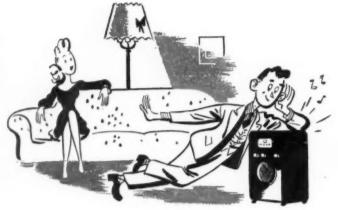
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MOST POPULAR STATION IN THE WEST





Earle C. anthony, Inc.

N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives

CALIFORNIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIOI Estimat		42			NURE OF		RETAIL S	ALES ESTIN				EST		ME—1942 E	ADVER	ES- TISING TROLS
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ily	Űr- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	% of U.S.A.	Dollars (in thousands)	% of State	% of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Les Angeles (Santa Monica-																			
Glendale-Long Beach-Los																			
Angeles-Pasadena)184	2,911.0				85.2	1		535.99					4,213,240	43.25	3.693	1,447	126,034	3.235	146
Madera180	23.8	. 33	.018	3.3	27.7	53.4	2.72	3.49	19.41	12,193	. 26	.022	14,684	.15	.013	617	17,315	.019	106
Marin183	56.4	.78	.043	2.7	43.0	5.6	7.60	5.98	32.01	32,211	.68	. 057	45,085	.46	. 039	800	10,221	. 051	119
Mariposa183	4.2	.06	.003	2.3		26.6	.81	1.17	14.82	2,903	.06	.005	3,874	.04	.003	918	1,469	.005	167
Mendocino183	25.4	.35	.019	2.6	25.0	31.1	4.09	3.71	17.95	15,899	.34	.028	19,653	.20	.017	775	9,275	.025	132
Merced	47.6	.66	. 036	3.1	21.6	45.8	5.72	7.21	21.27	31,212	. 66	. 055	39,547	.41	. 035	831	37,329	.046	128
Modec	8.2	.11	.006	2.8		35.0	1.24	1.45	15.56	4,308	.09	.008	6,144	.06	. 005	750	7,231	.007	117
Mono183	1.7	.02	.001	2.4		18.7	.34	.44	17.49	1,422	. 03	. 003	1,882	.02	. 002	1,137	1,088	.003	300
Monterey	75.1	1.05	.057	2.9	42.1	19.6	9.07	10.99	23.76	60,439	1.28	.107	76,001	.78	. 067	1,011	41,600	.079	139
Napa	34.8	. 48	.027	2.6	27.2	24.4	4.09	3.59	25.63	19,950	.42	. 035	22,545	.23	. 020	648	9,804	.026	96
Nevada	15.6	. 22	.012	2.7	29.6	11.4	3.39	2.63	25.63	15,397	.33	. 027	19,455	.20	.017	1.246			192
Orange184	133.6	1.86	.102	2.8	58.5	12.7	20.14	20.89	22.07	87,495	1.85	.155	111,246	1.14	. 097	832	1		1
Placer	26.0	. 36	.020	2.8	37.9	24.0	4.53	3.89	22.02	19,630	.42	.035	27,148	.28	.024	1.045	9,616	.032	160
Plumas	10.8	.15	.008	2.6		6.1	1.22	2.27	17.45	6,933	.15	.012	8,687	.09	.008	808	1,724	.014	175
Riverside	105.9	1.47	.081	2.8	50.€	16.5	15.27	15.74	20.10	68,022	1.44	.121	81,834	.84	.072	773	33,694	.097	120
Sacramento (Sacramento) 182	177.3	2.47	.135	2.8	64.0	11.1	24.95	24.18	28.50		1	.193	272,868		1 7777	1,539	1	1	1
San Benito183	11.5	.16	. 009	3.0	34.1	46.7	1.64	1.61	17.92		1	1 7 7 7 7				1			
San Bernardino (San																			
Bernardino)184	166.8	2.32	.127	2.8	59.6	10.	24.74	22.93	19.80	76,327	1.62	.135	175,406	1.80	.154	1.052	42,776	.159	125
San Diego (San Diego) 187	363.6	5.06	. 278	2.6	82.6	6.6	40.92	49.26	25.62	293,306	6.21	. 520	623,771	6.40	. 547	1,716			131
San Francisco (San Fran-	002 4	0.00	F10	0.5	100				20.00	477 000									120
cisco)	130.8				100.0		64.40					1			1	1,938			
San Joaquin (Stockton) 181		1	1	1	52.0	1		1				1			1	1,304	1		
San Luis Obispo183	40.7	. 57	.031	2.7	35.1	28.	4.95	5.28	23.10	25,862	. 55	. 046	32,906	.34	. 029	808	18,467	.036	116
San Mateo	118.2	1.64	.090	2.9	71.	3.	19.85	13.67	34.2	75,866	1.61	.134	101,977	1.05	. 089	863	11,797	.123	137
Santa Barbara (Santa Barbara)184	69.7	.97	053	2.8	66	1 12.	8.49	12 75	26.9	45,708	.97	.081	100,432	1.03	DRI	1.441	25,683	093	175

Before using these figures, see explanation page 11.

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Sales Management Figures Show

Los Angeles Market

Outstrips the

National Average!

Los Angeles County Effective Buying Income per Capita

66% Higher

Than National Average

Los Angeles City Effective Buying Income Per Capita

74% Higher

Than National Average

The way to take advantage of these expanding market conditions — reflected all through the Southern California market — is to put your message before the largest morning and Sunday audience in ALL of Western America — that of the

Los Angeles Examiner

The Los Angeles Examiner has increased its readership more than any other Los Angeles newspaper since the war effort began in 1939.

Get into the Examiner to get from the Southern California highabove-average market, all that you and your business deserve.

Los Angeles Examiner

More than 235,000 families daily

More than 640,000 Sunday families

Represented Nationally by the Rodney E. Boone Organization

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FIGURES DON'T LIE -- they just can't catch up with

The lag between gathering and publishing national statistics, plus San Diego's ability to get frequent reliable data from local government agencies indicates conclusively that salesmanagers can add generously to currently published statistics. GET LATEST FACTS from our National Representatives or write direct. You can count on San Diego as the big city with an A-1 future! Best "sold" with just one advertising buythe San Diego Union and Tribune-Sun.

SAN DIEGO

Population: January 1st City (OPA Est.) 385,000 March 1st County (OPA Est.) 490,000

Quality of market 31% better than national average Effective buying income 13% above Calif. 77% above Nat'l.

Future of San Diego--Only A1 city above 375,000

SAN DIEGO UNION and TRIBUNE-SUN

REPRESENTED NATIONALLY BY

WEST-HOLLIDAY CO., Inc. New York • Chicago • Cleveland • St. Louis • Seattle • Portland • San Francisco • Los Angeles

CALIFORNIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			JLATIC Estima		142		HOI	NURE OF MES-194		RETAIL S	ALES ESTIN		EFFECTIV		YING EST			SAL ADVER CONT	TISING
COUNTY	Total (in thou- sands)	% of State	% of U.S.A.	Per- sons per Fam- ity	% Ur- ban	% Farm	Owner Occupied (in thou- sands)	Rented (in thou- sands)	Medi- an Rent \$	Dollars (in thousands)	% of State	of U.S.A.	Dollars (in thousands)	% of State	of U.S.A.	Per Cap- ita \$	Farm Dollars (in thousands)	% of U. S. A. Po- tential	Quality of Marke Index
Santa Clara (San Jose)183	172.8	2.41	.132	2.8	51.4	14.5	28.07	23.84	25.89	110,503	2.34	.196	250,986	2.58	. 220	1,452	44,866	.195	148
Santa Cruz183	38.6	.54	.029	2.5	57.3	16.6	8.21	6.75	20.61	37,823	.80	. 067	46,062	.47	.040	1,194	12,001	.049	169
Shasta182	31.9	.44	. 024	2.7	28.2	17.8	4.44	4.55	24.21	23,722	. 50	. 042	29,742	.31	. 026	931	4,322	.031	129
Sierra182	2.2	.03	.002	2.3		10.1	.51	. 57	18.12	1,577	. 03	.003	2,216	.02	.002	1.027	666	.003	150
Siskiyou183	28.6	.40	.022	2.8		19.1	3.66	5.08	19.91	19,891	.42	. 035	23,807	.24	.021	833	9,442	.031	141
Solano183	52.3	.73	.040	2.8	40.9	17.9	7.11	7.45	28.56	33,182	.70	.059	45,790	.47	.040	875		.048	120
Senoma183	69.1	.96	. 053	2.6	33.5	37.0	12.18	9.46	23.59	62,444	1.32	.111	77,694	.80	.068	1,124	46,257	.075	142
Stanislaus183	74.3	1.03	. 057	3.1	31.8	37.2	11.64	10.24	22.23	60,483	1.28	.107	75,138	.77	.066	1,012	47,417	.073	128
Sutter	19.5	.27	.015	2.9	26.6	43.5	2.50	3.04	20.58	6,620	.14	.012	9,591	.10	.008	492	23,793	.011	73
Tehama182	12.9	.18	.010	2.8	26.7	47.7	2.43	2.05	20.65	10,300	.22	.018	13,257	.14	.012	1,031	9,834	.015	
Trinity182	3.2	.04	.002	2.3		29.6	.76	.68	13.10	1,458	.03	.003	2,031	. 02	.002	643	680	.003	150
Tulare180	108.1	1.50	. 083	3.2	33.1	39.5	13.34	16.30	17.68	61,149	1.29	.108	77,183	.79	.068	714	77,351	.084	101
Tuolumne183	9.2	.13	.007	2.5		15.4	1.68	1.92	17.42	8,939	.19	.016	11,181	.12	.010	1,216	1,861	.013	186
Ventura184	66.6	. 93	.051	3.0	48.8	19.3	7.29	11.76	21.55	45,594		. 081	59,156	.61	. 052	888	39,338	.064	125
Yolo182	27.7	.39	.021	2.9	24.4	33.3	3.65	4.12	22.15	17,473	.37	. 031	22,523	.23	.020	813	26,028		129
Yuba182	18.4	. 26	.014	2.8	39.0	16.1	2.40	2.61	21.74	20,284	.43	. 036	25,427	. 26	. 022	1,381	5,684		1
STATE TOTAL	7,185.1		5.485	2.7	71.0	9.2	928.80	1,209.55	27.47	4,721,858		8.372	9,741,600		8.540	1,356	1,250,193	7.870	143

For California City figures, see pages 318, 320.

Before using these figures, see explanation page 11.

SALES MANAGEMENT brings TOMORROW into focus

For the past nine months SALES MANAGEMENT has been publishing a series of articles on Post. War Planning. Individual reprints of each article have been made available without charge—multiple copies of reprints at 3c each. Requests should be addressed to SALES MANAGEMENT, 386 Fourth Ave., New York, N. Y. Here is a check-list of articles that have appeared up to April 15.

"Post-War Planning: What Is It, and What Shall We Do About It?," September 1, 1942.

"Report No. 2 on Post-War Planning: The Producers Council Program," October 1, 1942.

"Research for Post-War Planning: A Practical Five-Point Program," October 10, 1942.

"Nine Important Problems You and I Will Face on V-Day," November 15, 1942.

"The Human Side of Industry's Post-War Management Problem," December 1, 1949.

"That 'Happier Tomorrow', If We Want It, We Must Plan Today," December 15, 1942.

"Philadelphia Blueprints a Program for Civic Post-War Preparation," January 1, 1943.

"Has Business Been Dodging Its Proper Political Responsibilities?," January 15, 1943.

"In the Best Interest of All Sellings, Should We Kill Straight Commission?," February 1, 1943.

"Monsanto Assays Products for Their 'Job Potential' After V-Day," February 15, 1943.

"Pacific Coast Electrical Leaders Outline Plan for Post-War Preparation," March 15, 1943.

"Thirteen Mistakes to Avoid in Your Post-War Planning," April 1, 1943.

"Dream Models Will Come Later, Let's Pre-Sell What We'll Have on V-Day," April 15, 1943.

LOS ANGELES COUNTY
Los Angeles...the market where effective buying income is not only up 56 per cent over 1941, but has also climbed, on a per capita basis, to a level 66 per cent higher* than the national average!

Here in this one county are concentrated 40.51 per cent of California's entire population and 43.25 per cent of the state's total effective

buying income...America's second largest war goods production center!

Clinch your present and postwar position in this miracle market where purchasing power has risen to record breaking heights...reach it with the Evening Herald-Express, first in reader preference among all Los Angeles dailies.

*Source: Sales Management Survey of Buying Power.

LOS ANGELES EVENING

HERALD-EXPRESS

Largest Circulation of Any Daily Newspaper in the West

REPRESENTED NATIONALLY BY PAUL BLOCK AND ASSOCIATES

MAY 10, 1943

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Pacific States—City Data

WASHINGTON—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			LATIO 1942 imated					RETAIL	SALES-				EFFECT		ES			1942
CITY	COUNTY	Total	% of	% of	Dollars	% of	% of			TORE GI			Dollars	% of	% of		Per Cap	ita
		(in thou- sands)			(in thousands)			Food	Gen'l Mdse.		Eating & Drinking Places	Drug	(in thousands)			Doll-	Ratio to State	Ratio to U. S. A
Aberdeen	Grays Harbor	18.3	1.05	.014	22,285	1.80	.040	4,798	2,813	1,889	1,761	730	29,834	1.29	. 026	1,630	123	187
Bellingham	Whatcom	29.31	1.68	.022	28,930	2.33	. 051	6,795	4,029	2,267	1,898	1,238	40,703	1.76		1,389	105	159
Bremerton	Kitsap	27.0	1.54	.021	18,561	1.50	.033	5,010	1,884	827	1,622	986	21,530	.93	.019	797	60	92
Centralia	Lewis	7.41	.42	.006	8,368	. 67	.015	1,704	1,211	352	693	271	10,082	.44	.009	1,360	103	156
Chehalis,,	Lewis	4.9	. 28	.004	8,494	. 68	.015	1,551	1,196	464	545	247	5,885	. 26	.005	1,201	91	138
Ellensburg	Kittitas	5.9	.34	. 005	8,791	.71	.016	2,191	510	389	870	261	7,065	.31	.006	1,197	91	137
Everett	Snehomish	30.8	1.76	. 024	33,819	2.73	.060	8,367	6,191	1,928	2,464	1,092	43,159	1.87		1,401	106	161
Kelso	Cowlitz	6.71	.39	.005	7,688	.62	.014	2,364	447	395	931	202	9,051	.39		1,341	101	154
Longview	Cawlitz	13.4	.77	.010	12,982	1.05	.023	2,041	3,232	352	845	443	15,829	. 68	.014	1.181	89	136
Mt. Vernon	Skagit	4.31	.24	. 003	9,771	.79	.017	1,535	1,428	476	575	235	4,477	.19	.004	1,047	79	120
Olympia	Thurston	14.0	.80	.011	21,213	1.71	.038	4,457	2,570	866	1,491	881	21,493	.93	.019	1,535	116	176
Port Angeles	Ciallam	9.41	.54	.007	10,071	.81	.018	2,607	1,363		638	345	15,323	. 66	.013	1,629	123	187
Seattle	King	450.0	25.70	.343	375,000	30.24	. 665	73,795	76,537	31,028	32,553	13,199	859,506	37.14		1,910	144	219
Spokane	Spokane	135.0	7.71	.103	96,500	7.78	.171	19,042	18,436		7,408	3,501	250,434	10.82	.220	1,855	140	213
Tacoma	Pierce	131.0	7.48	.100	101,250	8.16	.179	21,834	16,921	6,830	7,788	3,261	220,890	9.54		1,686	128	194
Vancouver	Clark	27.5	1.57	.021	17,915	1.45	. 032	3,498	1,841	1,010	1,294	412	24,880	1.08	. 022	905	68	104
Walla Walla	Walla Walla	19.0	1.09	.014	21,783	1.76	. 039	3,849	3,534	1,179	1,018	940	26,872	1.16	.024	1,414	107	162
Wenatchee	Chelan	11.6	. 66	.009	19,890	1.60	. 035	3,474	3,486	1,105	1,125	960	19,527	.84	.017	1,680	127	193
Yakima	Yakima	28.5	1.63	. 022	42,215	3.40	.074	9,012	6,628	2,599	2,458	1,650	36,146	1.56	. 032	1,268	96	146
TOTAL ABOVE CIT	IES	974.0	55.65	.744	865,526	69.79	1.535	177,924	154,257	53,956	67,977	30,854	1,662,686	71.85	1.458	1,707	129	196
STATE TOTAL		1,750.4		1.336	1,240,140		2.199						2,314,200		2.029	1,322		152

^{†1940} Census. *Withheld to avoid disclosure.

For Washington County figures, see pages 304, 308.

OREGON—City Data

Pendleton	Umatilla	13.0	1.22	.010	10,145		.018	1,841	1,148	547	827	337	8,934	.71	.008		58	7
Oregon City	Clackamas	7.0	.66	.005	8,800		.016	2.230	690	594	500	364	10,215	.81		1.459	123	16
Medferd	Jackson	14.5	1.36	.011	16,108	2.20	.028	3,411	2,378		981	552	17,739	1.40	.015	1,223	103	14
		2.01			5,502			2,000					3,510			.,	-	1
Marshfield	Coos	5.31	.49	.004		1.24	.016	2,063	1,151	359	590	304	6,040	.48		1,149	97	13
La Grande	Union	7.8	.73	.006	8,171	1.12	.014	1,765	1,171	399	430	327	8,486	. 67	.007	1,088	92	12
			1							200	1,973		25,879	2.05		1,568	132	1
Klamath Falls	DEL	16.5	1.55	.013	28,643		.051	5,023	4.314			862						11
Grants Pass	Josephine	6.8	.64	.005	7,682	1.05	.014	1,871			598		9,862	.78	.009	1,450	122	16
Eugene	Lane	22.0	2.07	.017	29,968	4.10	. 053	5,319	3,961	1,960	1,671	1,002	33,752	2.67	.030	1,534	129	17
			.00		,		.000	2,770	1	100	,,,,		10,425	.00	.000	1,000	33	
orvallis	Benton	9.5	. 89	.007	11,492	1.57	. 020	2,779	•	460	788	•	10,429	. 83	.009	1,098	93	1
										460	1							1 .
end	Deschutes	12.3	1.16	.010	10,757	1.47	.019	2,630		•	1,001	379	10,725	. 85	.009	872	73	1
aker	Baker	8.0	.75	.006	9,830		.017	2,276	•	*	743	367	10,917	. 86	.009	1,365	115	1
	Clatsop								1,445	813	1,389		15,359	1.21		1,477	124	1
lbanysteria	Linn	7.0	.66	.005	13,031	1.05	.014	1,426 3,061	1,204	813	461	174 387	7,519	.60		1,074	90	1

^{†1940} Census. *Withheld to avoid disclosure.

Look Before You Leap!

If any of the figures on these pages seem incomprehensible or confusing, you must have skipped the introductory explanation beginning on page 11. Reading it before you attempt to use these data is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

For Oregon County figures, see pages 308, 310.

Before using these figures, see explanation page 11.



For 27 consecutive months, Sales Management Magazine has listed Tacoma as a "HI-SPOT CITY." And for the same period Tacoma has been tagged a "PREFERRED CITY OF THE MONTH." At the end of 1942, Sales Management's Index shows Tacoma with a per capita Effective Buying Income 28% higher than the Washington State average ... 94% higher than the National average.

In the Analysis of Post-War Growth Possibilities of Metropolitan Counties, made for the American Management Association by Philip H. Hauser, assistant director, Bureau of the Census, the Tacoma area is placed in Class A-4—"those which grew at above average rates during the war, with a GOOD prospect of retaining their growth." And

that's a fact! Because Tacoma, today, is experiencing an industrial diversification that ASSURES growth after the war.

This means two things: (1) If you want IMMEDIATE SALES, advertise in Tacoma. (2) If you want to build a solid POST-WAR market, advertise in Tacoma.

Your Tacoma News Tribune advertising dollar is cultivating a DOUBLE market—the present and the future—at a low singlemarket price.



THE TACOMA NEWS TRIBUNE

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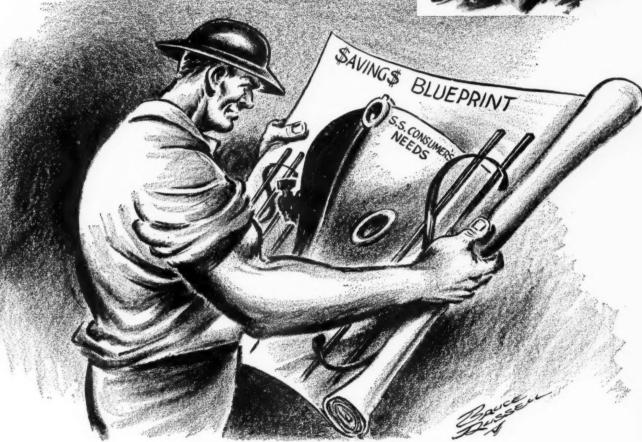
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			LATIO 1942 timated					SH)	SALES-				EFFECT		BUYING			1942
CITY	COUNTY	Total	96	% of	Dellars	% of	% of			TORE G			Dollars	1			Per Car	oita
		(in thou- sands)	State	u.S.A.	(in thousands)	of State	U.S.A.	Food	Gen'l Mase.	Apparel	Eating & Drinking Places	Drug	(in thousands)	% of State	of U.S.A.	Doll-	Ratio to State	Ratio to U. S. A
Alameda	Alameda	44.0	.61	. 033	13,458	. 29	. 024	6,101	561	400	918	909	63,893	.66	056	1,452		-
Alhambra	Los Angeles	42.0	. 58	. 032		.60	.051	7,909	2,428			1,067	61,595			1,467	107	168
Anaheim	Orange	13.0	.18	.010	7,752	.16	.014	1,991	1,016			237	14,947	.15		1,150	85	168
Auburn	Placer	4.0	.06	.003	6,028	.13	.011	1,570	957	98	1	197	4,817	.05	0.00	1,204	89	132 138
Bakersfield	Kern	31.0	. 43	.024	48,882	1.04	. 087	8,473	7,521	2,813		1,119	44,746			1,443	106	166
Belvedere	Los Angeles	37.21	. 52	.028	7,648	.16	.014	3,286	717	120	293	186	39,396	.40	025	1,059	70	1
Berkeley	Alameda	100.0	1.39	.076		.94	.078	13,870	3,804		3,036	2,340	157,968			1,580	78	122
Beverly Hills	Los Angeles	30.0	.42	.023		.95	.079	9,810	644			2,061	63,390			2,113	117	181
Brawley	Imperial	12.0	.17	.009	7,903	.17	.014	1,893	678			262	12,927	.13		1,077	79	124
Burbank	Los Angeles	50.3	.70	.038	15,769	.33	. 028	4,292	767	515	1,137	539	51,058			1,015	75	117
Burlingame	San Mateo	15.9†	.22	.012	16,478	.35	. 029	5,410	869	827	672	631	28,347	. 29	026	1 770	191	20.4
Chico	Butte	12.0	.17	.009		. 28	.023	2,869	1,618			365	19,361	.20		1,778	131	204
Compton	Los Angeles	16.2		.012		.26	.022	3,349	619		466	524	22,663		0.000	1,613	119	185
Culver City	Los Angeles	9.01	.12	.007	8,465	.18	.015	1,473	228		818	238	10,891	.11		1,213	103	161
El Centro	Imperial	10.0†	.14	.008		. 27	. 023	1,989	1,379			447	9,144	1		913	90 67	139 105
	Los Angeles	4.7†		.004		.13	.011	1,666	272	430	149	229	5,065	.05	.004	1.067	79	123
Eureka	Humboldt	17.1	.24	.013		.35	. 029	4,413	2,362			466	21,742			1,271	94	146
resno	Fresno	64.8	.90	. 049	,	1.38	.115	11,783	8,838			2,067	87,798			1,355	100	156
ullerton	Orange	12.0	.17	.009	6,729	.14	.011	1,803	438	336		225	14,696	1		1,225	90	141
Glendale	Los Angeles	89.6	1.25	.068	62,469	1.32	.111	16,517	8,644	4,050	3,063	2,215	133,180			1,486	110	171
Grass Valley	Nevada	5.7†	.08	.004	6,296	.13	.011	1,928	487	396	536	227	0.011	07	000	4 400		
Hanford	Kings	9.5	.13	.007	,		.018		1,215			298	6,611			1,160	86	133
Hayward	Alameda	6.7	.09	.005		.26	.021	2,674	815	1	1	349	9,285 11,135	1			72	112
Huntington Park	Los Angeles	28.61					. 056	4,698	5,296		1	983	53,513			1,662	123	191
nglewood	Los Angeles	34.0	.47	.026					1,917	1		1,028		1		1,868 1,178	138 87	214 135
odi	San Joaquin	12.5	.17	.010	9,763	.21	.017	2,584	897	255	644	302	11,940	.12	010	000		140
Long Beach	Los Angeles	205.0					. 232		16,913	1	1	5,362	424,456	1		955 2,071	70	110
Los Angeles	Los Angeles	1,677.8	23.35				1.764			1	1	36,937	2,541,805	1		1,515	153 112	238 174
Madera	Madera	6.51	.09				.011	1,634	100,00	3	549	8	6,455			1,000	74	115
Martinez	Contra Costa	7.4	.10	.006					717	407		305				1,511	111	173
Marysville	Yuba	8.0	.11	.006	14,857	.31	. 026	3,492	1,889	923	1,261	514	9,273	.10	.008	1,159	86	133
Merced	Merced	11.5	.16		13,314	.28	. 024	2,999	1,681	610		402					63	99
Modesto	Stanislaus	18.0	. 25	.014	27,728	.59	.049	5,523	3,310	1,723	1,918	778		3		1,486	110	171
Monrovia	Los Angeles	13.8	.19			.16	.013	2,327	781	316		284				1,644	121	189
Monterey	Monterey	12.6	.18	.010	10,662	. 23	.019	2,402	1,275	441	1,116	410	13,742	.14	.012	1,091	81	125
Napa	Napa	20.0		.015	11,769	.25	. 021	2,631	1,551	417	672	423	10,424	.11	.009	521	38	60
Oakland	Alameda	354.8		1		6.19	.519	72,649	62,680	25,972	21,129	9,738		1	1	1,596	118	184
Ontario	San Bernardino	18.0	. 25			1	. 017	2,804	704	463	399	367	20,148	.21	.018	1,119	83	128
Oroville	Butte	10.0							791 584		1	175 169				1,081	80	124
						. **		.,	304	21	343	169	8,567	.09	.008	857	63	98
Pale Alto	Santa Clara	19.4		1				1	1,728	1		785	21,246	.22	.019	1,095	81	126
Pasadena	Los Angeles	86.7	1.21						9,596			2,116		1	1	1,728		198
Pittsburg	Sonoma Contra Costa	10.0					. 026		680	1	1	319		1		1,387		159
Pomona	Los Angeles	12.0 25.0				1			1,028			248 696		1		862 1,597		183
Porterville	Tulare									-								
Redding	Shasta	10.0				1			1,152		1	284				1,105		127
Rediands	San Bernardino	15.0				1	.026		1,505		1	494						113
Redwood City	San Mateo	13.5				1			1 207		1	309			1	1,492		171
Richmond	Contra Costa	43.2					.018		1,287			294 469		1		1,150		132
Riverside	Riverside	38.2	10	. 029	24 242		DATE	E 200										
Sacramento	Sacramento	111.0				1	1		2,897			893				1,667	123	191
Salinas	Monterey	12.9		1			1	1	14,357			4,839				1		201
San Bernardino	San Bernardino	52.0		1					1,746	1		704				1,655	1	190
S. Buenaventura	Ventura	15.3										1,153 455				1,367	101 95	157
San Diego	San Diego	330.0	4.58	. 252	195,500	4.14	.347	41,769	27,367	16,388	18,657	7 276	500 34t	E 90	AAC	1 540	114	177
San Fernando	Los Angeles	12.0					1	1		1	1	7,376				1,540		87
San Francisco	San Francisco	714.8							ž.		1	18,154						208
San Jose	Santa Clara	70.4		1		1.29	1		9,379		1	1,849				1,809		194
San Leandro	Alameda	18.9					1		479			309			1	1		110
San Luis Obispo	San Luis Obispo	10.0	.14	.000	10,577	.22	.019	2,222	1,579	598	921	305	13,96	.14	012	1,396	103	160
Trans 8.8 - 6	Can Mates	25.6				1	1			1			1					1
San Mateo San Rafael	San Mateo	20.0	.00	.04	11,000	. 20	.041	4,582	1,383	3 287	7 731	351	26,10	. 27	023	1,020	75	117

"Withheld to avoid disclosure, †1940 Census,

To be Launched in 19—?





Here's something good to think about. Something for you makers of automobiles, accessories, household items, other war-restricted goods to think about now!

While much of Los Angeles' \$1,472,000,000 annual payroll is going into taxes, and a big chunk is being rung up in local cash registers, a vast amount is being laid away to satisfy needs for merchandise that will be available when peace comes.

Witness Los Angeles' 1942 bank deposits—up \$40,964,923 over '41. And savings placed in War Bonds at an average of \$25,000,000 a month.

That adds up to plenty of post-war spending. Right now products are wearing out—people are looking forward to buying new and better things—automobiles, household appliances and other items—when the time comes again.

And what a wonderful time that will be for advertisers who have kept Los Angeles sold!

FACTS FOR YOUR FILES

Everything about the Los Angeles market is up—payrolls, spending and saving. 1942 population gain over 1940 census—estimated 10%.

Is The Times keeping pace? Look: Times daily circulation UP over 10%. Times Sunday circulation UP nearly 20%.

Whether you're selling a product today—or a brand name for the long pull—consider Los Angeles, and the newspaper that leads the field in advertising, in home-delivered circulation—The Times.



T

			LATIO 1942 timated					RETAIL	SALES -				EFFECT		D ES			942
CITY	COUNTY	Tetal	% of	% of	Dollars	% of	% of			TORE GI			Dollars	% of	%	-	Per Capi	
		(in thou- sands)			(in thousands)		U.S.A.	Food	Gen'i Mdse.		Eating & Drinking Places	Drug	(in thousands)		U.S.A.	Doll- ars	Ratio to State	Ratio to U. S.
Santa Ana	Orange	35.9	.50	.027	27,486	.58	.049	5,635	3,681	2,141	1,331	1,285	46,758	.48	. 041	1,302	96	149
Santa Barbara	Santa Barbara	33.2	. 46	. 025			. 049	7,233	2,028	3,067	2,070	937	60,041	.62	. 053	1,808	133	208
Santa Cruz	Santa Cruz	16.9	.24	.013	15,404	.33	.027	3,730			1,246	573	27,531	.28	.024	1,629	120	187
Santa Maria	Santa Barbara	8.5	.12	.007	9,248	1	.016	2,183	738	431	671	256		.12	.011	1,415	104	162
Santa Monica	Los Angeles	60.0	. 84	.046	42,819	.91	.076	10,139	4,529	4,266	3,476	1.890	81,383	.84	.071	1,356	100	156
Santa Rosa	Sonoma	12.61	.18	.010		.39	.033	3,783	2,562	1,002	1,316	594		.20	.017	1,539	114	177
South Gate	Los Angeles	42.0	. 58	.032		1		4,960	90	32	1,084	351		.37	.031	857	63	98
Stockton	San Joaquin	70.0	.97	. 053	48,350	1.02	.086	10,276	4,750	4,195	4,928	1,489	106,678	1.10	. 093	1,524	112	175
Taft	Kern	3.21	.04	.002	6,335	.13	1	1,273	377	543	1	129		.06	.005	1,690	125	194
Tulare	Tulare	10.0	.14	.008	9,913		.018	1,767	1.334	382		286		.10	.008	960	71	110
Turlock	Stanislaus	5.0	.07	.004				1.569	651	153		172		.08	.007	1,486	110	171
Vallejo	Solano	35.0	.49	. 027	17,085	.36		4,843	2,428	910	1	489	27,477	.28	.024	785	58	90
Visalia	Tulare	12.0	.17	.009	12,156	. 26	.022	2,607	1,319	749	946	357	11,083	.11	.010	924	68	106
Watsonville	Santa Cruz	10.4	.14	.008	10,711	.23		2,309	1,457	451	1	350	12,942	.13	.011	1,244	92	143
Whittier	Los Angeles	18.0	. 25	.014		1	1	3,598	1,414	827	1	536			.025	1,580	117	181
Weedland	Yolo	7.4	.10	.008	7,966	. 17	.014	1,989	892	1	521	388	8,216	.09	. 007	1,110	82	127
TOTAL ABOVE CIT	IES	5,122.1	71.29	3.910	3,508,221	74.30	6.220	798,283	504,501	294,512	316,484	128,479	7,872,232	80.73	6.901	1,537	114	176
STATE TOTAL		7,185.1		5.485	4,721,850	3	8.372						9,741,600		8.540	1,356		. 156

†1940 Census. *Withheld to avoid disclosure.

For California County figures, see pages 310, 312, 314,

Before using these figures, see explanation page 11.

What Is It?

Adv. Manager

Ass't Gen'l Sales Mgr.

Adv. Agency Representative

Gen'l Sales Manager

Ass't Gen'l Sales Mgr.

Ass't Gen'l Sales Mgr.

suggests a diagram of a sales meeting. Actually, it represents a meeting of Chevrolet's Advertising Committee—to plan Chevrolet's 1943 advertising campaign. In addition to the General Sales Manager, who heads the committee, the group includes 3 assistant General Sales

The preponderance of sales executives

the Advertising Agency Representative. In most organizations planning the advertising campaign and selecting media is not a *one-man* job. Final decisions usually

Managers, the Advertising Manager and

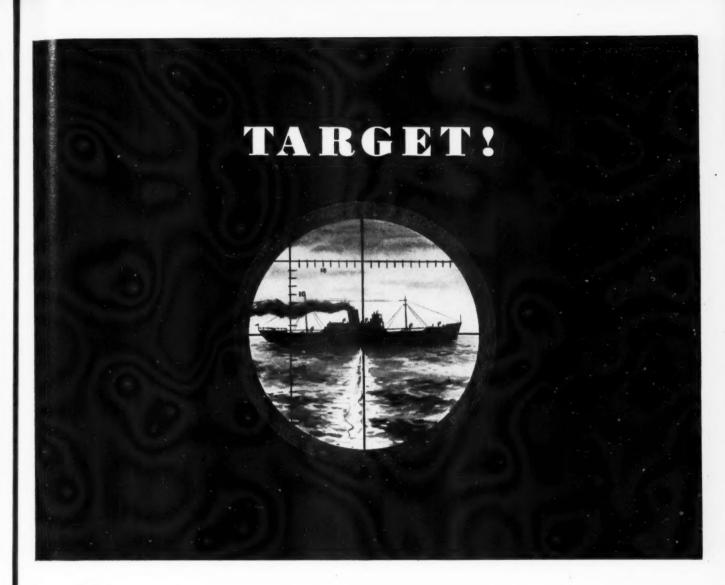
reflect the ideas, preferences and suggestions of the executive group—particularly the men who have to *sell* the company's goods. They can place you on, or keep you off, the final list.

Are you reaching these men when their preferences are being formed—before they go into the conference room with their minds made up? SALES MANAGE-MENT with its heavy concentration of sales executive readers, can help you reach them . . . regularly.

SALES MANAGEMENT

386 Fourth Avenue

New York, N. Y.



WHEN the torpedo speeds on its destructive way, it has been sent on no hit-or-miss errand. Too much is at stake. Only the hits count, and when the objective is in the cross hairs, it's a hit every time. It's the same in radio broadcasting...only the hits count. The effectiveness of the message is measured by the number of homes it reaches. On the Pacific Coast, most of the important markets are surrounded by high mountains. Long-range broadcasting becomes hit-or-miss broadcasting. To

completely cover the Pacific Coast, use the only network that has outlets within the important markets. The Don Lee network has 33 stations which can release an advertiser's message locally. More than 9 out of every 10 families on the Pacific Coast have radios. More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job—Don Lee.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Manager
5515 Melrose Ave., Hollywood, Calif.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.



149

110 171 90

143 181 127

Hawaii Tops U.S.A. in Sales and Income

ESPITE such wartime restrictions as an enforced dimout every night, curfew at 10 o'clock, gasoline supplies limited to 10 gallons a month for passenger cars, and uncertain and sporadic shipments of certain types of merchandise from the mainland, the civilian residents of the Territory of Hawaii continue to live well. Their average incomes and retail sales expenditures run slightly higher than for the mainland of the U.S.A.

Despite a big increase in population, there is a terrific labor shortage. A recent registration of all women over 16 years of age shows that over half of the Hawaiian women are employed. To harvest last year's crop, the pineapple companies had to arrange for help from Hawaii's school children, with supervision by the

Hawaiians have to take out a permit in order to buy hard liquor, and they are limited to one bottle per week. Sometimes the islands go for months without hard liquor; then a big shipment comes in and there is plenty. But as of mid-March there was no food rationing, no shoe ra-

tioning in Hawaii, and no indications that there would be any.

The exact population of the Hawaiian Islands is a military secret. The figures quoted in the table below-515,000 for the Territory and, 215,000 for the city of Honoluluare estimates, but they are believed to be conservative. In addition to the civilian residents, are untold thousands in the military forces. Because of the added purchasing through the retail shops of our soldiers and sailors, and the greater proportion these purchases represent of the whole, as compared with the mainland, it may be unwise to draw the conclusion that Hawaiians enjoy a higher standard of living than do the residents of the mainland U.S.A. But when we go back over the record for a period of years, we find that Hawaiian families hold a high comparative ranking with the top states, both in sales and in income.

Retail trade last year in some of the outlying islands fell off because the use of passenger boats is restricted to military personnel, and all passenger traffic from Honolulu to outside islands is by air. The general prosperity of the islands in 1942 may be seen from the rise in business payrolls and dividends from \$195 million the preceding year to \$290 million, and an 83% drop in relief expenditures from the average of the years 1935 to 1941.

Hawaii is a national advertiser's territory. Private brands have never really gotten started through the 4,250 retail establishments in the territory, and in the many post exchanges and plantation stores.

The increased population and the extra-special interest which Hawaiians have in the news account for a terrific jump in the circulation of the island's newspapers. For the six months ended September 30, 1941, the Star-Bulletin's average circulation was about 47,000. For the six months ended September 30, 1942, it had climbed to 74,000. The Advertiser rose from 32,000 to 61,000 in circulation in this period. Because all newsprint has to be imported from the mainland the size of week-day editions is limited to 12 pages and week-end editions to 24. Many smart general advertisers use heavier schedules in Hawaiian dailies than they do in markets of comparable size on the mainland. Among these are Best Foods, Bristol-Myers Corn Products, General Foods, Jergens-Woodbury, Kodak and Pepsodent, Month by month there has been an improvement in the supply and delivery situation, and as more shipments arrive, advertising is being resumed or substantially increased.

The 1943 outlook for the islands is definitely good.

Two national grocery organizations to whom the Hawaii market represented the fifth largest in the West, before the war, now state that it is their third largest, being outranked only by Los Angeles and San Francisco.

Executives of a cigarette company and a meat packing organization, interviewed by SALES MANAGEMENT editors, were asked whether they didn't think that after the war was over Hawaii would settle back to about its status of population, of volume of business and import as of 1940.

Both seemed amazed at the question. They pointed to the sound and solid growth at the beginning of the century which they believe would have continued without the war. The war is giving further impetus, much of which will be retained even when some of the war workers and military personnel leave.

Economic & Market Highlights of the Territory of Hawaii

Effective Buying Income (in thousands)	1941	1942
All Islands	\$380,512	\$461,661
City of Honolulu	324,650	393,795
Retail Sales (in thousands)		
Oahu (Honolulu)	\$162,171	\$222,247
Maui	9,064	8,584
Kauai	5,372	4,456
Hawaii	13,649	19,195
All Islands	\$190,256	\$254,482
Wholesale Sales (in thousands)		
All Islands	\$127,854	\$144,371
Per Capita Effective Buying Income		
All Islands	\$739	\$896
U. S. A. Mainland	696	871
Per Capita Retail Sales		
All Islands	\$369	8494
U. S. A. Mainland	415	430
Population (Civil Only)	1940	1942
	423,329	515,000
All Islands	179,359	215,000
orty of Honorutu	117,009	213,000

SOURCES: Retail sales from gross tax returns compiled by Chamber of Commerce of Honolulu; Effective Buying Income estimates by Research Department of SALES MANAGEMENT.